

“Is it worth to invest an additional \$40 million annually in the company’s 4,500 stores, which would allow each store to add the equivalent of 20 hours of labor a week? The idea is to improve speed-of-service and thereby increase customer satisfaction”



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MacEwan Goes Global: Internationalization at a Canadian School of Business

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"WORK CAN WAIT"

Since 1987, Starbucks has opened an average of three stores every day
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Starbucks took its name from the character Starbuck in the Moby Dick novel by Herman Melville
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HISTORY OF Thecasesolutions.com



The first Starbucks location outside North America opened in Tokyo, in 1986
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The first Starbucks opened in Seattle, Washington, on August 1, 1971, by three partners
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In 1971, partners Jerry Baldwin, Gordon Bowker, and Zev Siegl (*left to right*) founded Starbucks in Seattle, selling fresh-roasted whole beans to local customers.

The first Starbucks location outside North America opened in Tokyo, in 1996

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INTERESTING FACT

STARBUCKS has 151,000 employees - 2x population of Greenland