

### Replacing the Barber

- Thecasesolutions.com**
- Starbucks do provide a much-needed space for friends and strangers to meet
  - As going to your local friendly bar tender and barber became less common, the friendly coffee cut Starbucks barista was found in every city.
  - Many suggest that Starbucks was the founder of the "third place", a place outside home or school to work on assignments and socialize.
  - The emergence of Starbucks coincided with the emergence of the internet and "internet cafes" became more common

### Starbucks in the beginning

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- The first Starbucks opened in Seattle by an English teacher, history teacher, and a middle school science teacher, who had opened a coffee store, buying plain coffee.
  - Howard Schultz, now one of the richest people in America, planned to make Starbucks a franchise and the average coffee shop.
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### Influence on coffee industry

- Thecasesolutions.com**
- Revival of the coffee shop, along with the image it sold
  - Starbucks launched a new competitive market
  - created a spread of chain coffee shops such as caribou, seattles best, and local coffee hubs
  - Spread of espresso and flavored coffee drinks
  - In places like gas stations and McDonalds
  - Other companies changed their logos to be more similar to Starbucks and this could be said about coffee shops being shut as well
- 

### Combating the Anti-Corporation

- Starbucks bought out Seattle's best in
- In 2009, Starbucks was doing poorly due to their over expansion and the recession, they actually opened 3 local coffee shops, that didn't label as Starbucks but sold Starbucks coffee
- WTO singled out Starbucks to start using Fair Trade beans. This targeting shows the influence that Starbucks has on trends in the coffee industry.

## Starbucks: Schultz Back in the Brew



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### The Starbucks Image

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- Starbucks, selling products to the middle class
  - Have expanded to other local coffee shops, but that Starbucks is open to the middle class
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### Advertisement

- Thecasesolutions.com**
- Minimal advertising through the traditional channels of television and magazine ads
  - Starbucks relies heavily on their customers to advertise for them with their coffee mugs and travel cups
  - Spending less on advertising and more on opening stores.
  - Logo has changed
  - "convinced" individuality gourmet
  - "coco"
  - Japan against take out

### Other Starbucks Products

- Thecasesolutions.com**
- besides the coffee and tea in the store
  - Poplins and coffee shop food, chocolates
  - Books on Starbucks, and the classics
  - Some locations selling wine and beer, Also have made beer
  - Edna Water - Donate \$0.50 bottles
  - Spoke Hope - Working with UNICEF, Starbucks in the Philippines has a day care in it
  - CD's of up coming artists
  - Stuffed animals
  - Coffee mugs and travel cups, So you can advertise Starbucks even if you're not drinking it.
  - Espresso machines
  - Miniettes (see Green, Cold Frognating drinks, Starbucks coffee beans, INSTANT M&M'S COCO

- Thecasesolutions.com**
- Other Companies Starbucks Also Worked with:
  - Apple
  - Microsoft
  - Hyundai
  - Starbucks Redback via Binary
  - Red Bull
  - Postcard

## Sources

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- [http://www.google.com/imgres?um=1&h=en&client=firefox-a&sa=N&rlz=org.mozilla.en-US:official&biw=1366&bih=672&ibm=isch&tbnid=U4QDNq9xwCM&imgrefurl=http://silencedmajority.blogspot.com/silenced\\_majority\\_portal/2011/01/starbucks-new-logo-with-starbucks-logo-history-scansnapshots-imitators-detractions.html&docid=9Qu0E7L3KwVM&imgurl=http://silencedmajority.blogspot.com/a/6a30D3834522b4b69e20148c7591ee970c320wi&w=300&h=304&ei=2g1T6eNllyPqgAhp3oRQ&zoo=1&iacthc&vpx=1402&vpy=162&dur=3014&hovh=226&hovw=273&tw=144&ty=144&sig=10471004998075721525&page=1&tbnh=120&tbrw=117&star=0&ndsp=23&ved=11429-r7.s0](http://www.google.com/imgres?um=1&h=en&client=firefox-a&sa=N&rlz=org.mozilla.en-US:official&biw=1366&bih=672&ibm=isch&tbnid=U4QDNq9xwCM&imgrefurl=http://silencedmajority.blogspot.com/silenced_majority_portal/2011/01/starbucks-new-logo-with-starbucks-logo-history-scansnapshots-imitators-detractions.html&docid=9Qu0E7L3KwVM&imgurl=http://silencedmajority.blogspot.com/a/6a30D3834522b4b69e20148c7591ee970c320wi&w=300&h=304&ei=2g1T6eNllyPqgAhp3oRQ&zoo=1&iacthc&vpx=1402&vpy=162&dur=3014&hovh=226&hovw=273&tw=144&ty=144&sig=10471004998075721525&page=1&tbnh=120&tbrw=117&star=0&ndsp=23&ved=11429-r7.s0)

# Starbucks: Schultz Back in the Brew



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# Starbucks in the Beginning.

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- The first Starbucks opened in 1971 in Seattle by an English teacher, history teacher, and a writer.
- Starbucks started out as a rather small, generic corner coffee shop, selling plain coffee.
- Howard Schultz, now one of the owners of Starbucks, planned to make Starbucks a fancier than the average coffee shop.
- In 1983, Schultz made a trip to Milan Italy. Upon returning from this trip, Schultz brought back the Latte drinks Starbucks is so famous for today.
- Starbucks cup-size names sound Italian, but in fact were made up in a conference room.

# Replacing the Barber

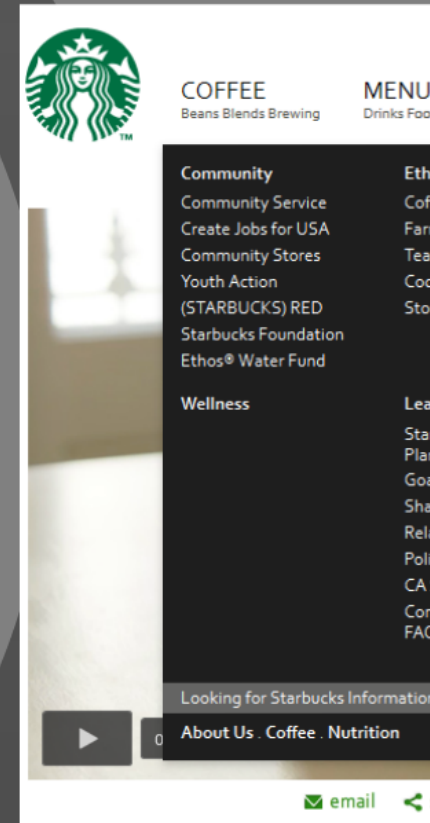
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- "Starbucks do provide a much-needed space for friends and strangers to meet"
- As going to your local friendly bar tender and barber became less common, the friendly cookie cut Starbucks barista was found in every city.
- Many suggest that Starbucks was the founder of the "third place", a place outside home or school to work on assignments and socialize.
- The emergence of Starbucks coincided with the emergence of the internet and "internet cafes" became more common

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## The Starbucks Image

- Starbucks, selling prestige to the middle class. More expensive than your local coffee shop, but still affordable and accessible to the middle class.
- Money saved via supermarkets (ie Walmart) isn't put into savings or donated, it is money put towards luxury commodities items like Starbucks
- "Ethical, Local, Global"
- According to the Starbucks website they have 4 responsibilities; community, ethical sources, the environment, and diversity.
- These responsibilities are a central theme in Starbucks stores ("Now selling Fair Trade dark roast") and as well as the products they sell promote. With everything they sell they sell the image of these responsibilities



# Other Starbucks Products

## Thecasesolutions.com

- Besides the coffee and tea in the store:
- Pastries and coffeeshop food, chocolates
- Books on starbucks, and the classics
- Some locations selling wine and beer, Also have made beer
- Ethos Water- Donate \$.05/bottle
- Spark Hope- Working with UNICEF, Starbucks in the Phillipines has a day care in it
- CD's of up and coming artisits
- Stuffed animals
- Coffee mugs and travel cups, So you can advertise starbucks even if you're not drinking it.
- Espresso machines
- Marketed Ice Cream, Cold Frappicino drinks, Starbucks Coffee beans, instant Via Coffee

Other Companies Starbucks  
Has Worked With

e beans, instant Via Coffee

Other Companies Starbucks  
Has Worked With

**Thecasesolutions.com**

Pepsi

Apple

UNICEF

HyVee

Seattles Redhook Ale Brewery

Indivisable- Patriotism

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- convince\* individuality gourmet "cocoa"
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- Starbucks launched a new competitive market
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- Spread of espresso and flavored coffee drinks in places like gas stations and McDonalds
- Other companies changed their logos to be more similar to Starbucks and this could be said about coffee shops Fung Shui as well



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