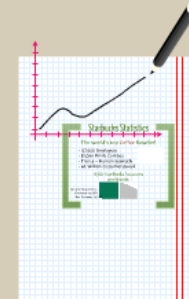


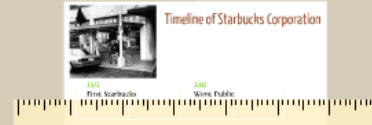
# STARBUCKS Co.



Team Concept



Year	Revenue	Profit	Assets	Liabilities	Equity
2011	\$10.2	\$1.2	\$1.5	\$0.8	\$0.7
2010	\$9.1	\$1.1	\$1.4	\$0.7	\$0.7
2009	\$8.1	\$1.0	\$1.3	\$0.6	\$0.7
2008	\$7.1	\$0.9	\$1.2	\$0.5	\$0.7
2007	\$6.1	\$0.8	\$1.1	\$0.4	\$0.7
2006	\$5.1	\$0.7	\$1.0	\$0.3	\$0.7
2005	\$4.1	\$0.6	\$0.9	\$0.2	\$0.7
2004	\$3.1	\$0.5	\$0.8	\$0.1	\$0.7
2003	\$2.1	\$0.4	\$0.7	\$0.0	\$0.7
2002	\$1.1	\$0.3	\$0.6	\$0.0	\$0.7
2001	\$0.1	\$0.2	\$0.5	\$0.0	\$0.7



# Starbucks Harvard Case Solution & Analysis

[TheCaseSolutions.com](http://TheCaseSolutions.com)



# TARBUCKS Co.



Team Concept

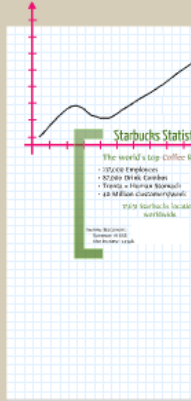


### Starbucks History

**Starbucks Name**

Moby Dick  
by Herman Melville

**Starbucks LOGO**



### Starbucks External Communication

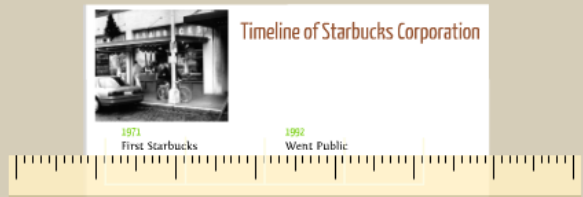
- Starbucks lingo
- Wi-Fi
- Social Media

### Job Opportunities

- Career Options
- "Your Special Blend"
- Community Outreach

### The Starbucks Brand

- Branding Color Elements
- "Wholesome, comforting, personal"
- Personal Touch
- My Starbucks Rewards
- Expanding the Brand

### Starbucks International

Inspire and nurture the human spirit, one person, one cup - one neighborhood at a time"

Total stores: 17,651\* (as of July 1, 2012)

### Breakdown

- Inspiring customers name
- Sales/stock decline (2019)
- The Global Environment

Q&A

# Starbucks Statistics

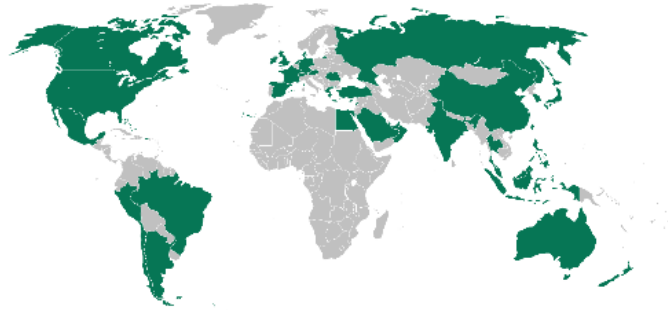
The world's top Coffee Retailer!

- 137,000 Employees
- 87,000 Drink Combos
- Trenta = Human Stomach
- 40 Million Customers/week



17,651 Starbucks locations  
worldwide.

Income Statement:  
Revenue: 13.66B  
Net Income: 1.434B



# Timeline of Starbucks Corporation



1971

First Starbucks

1992

Went Public

1987

Howard Shultz, CEO



1996

Starbucks goes International



# The Starbucks Brand

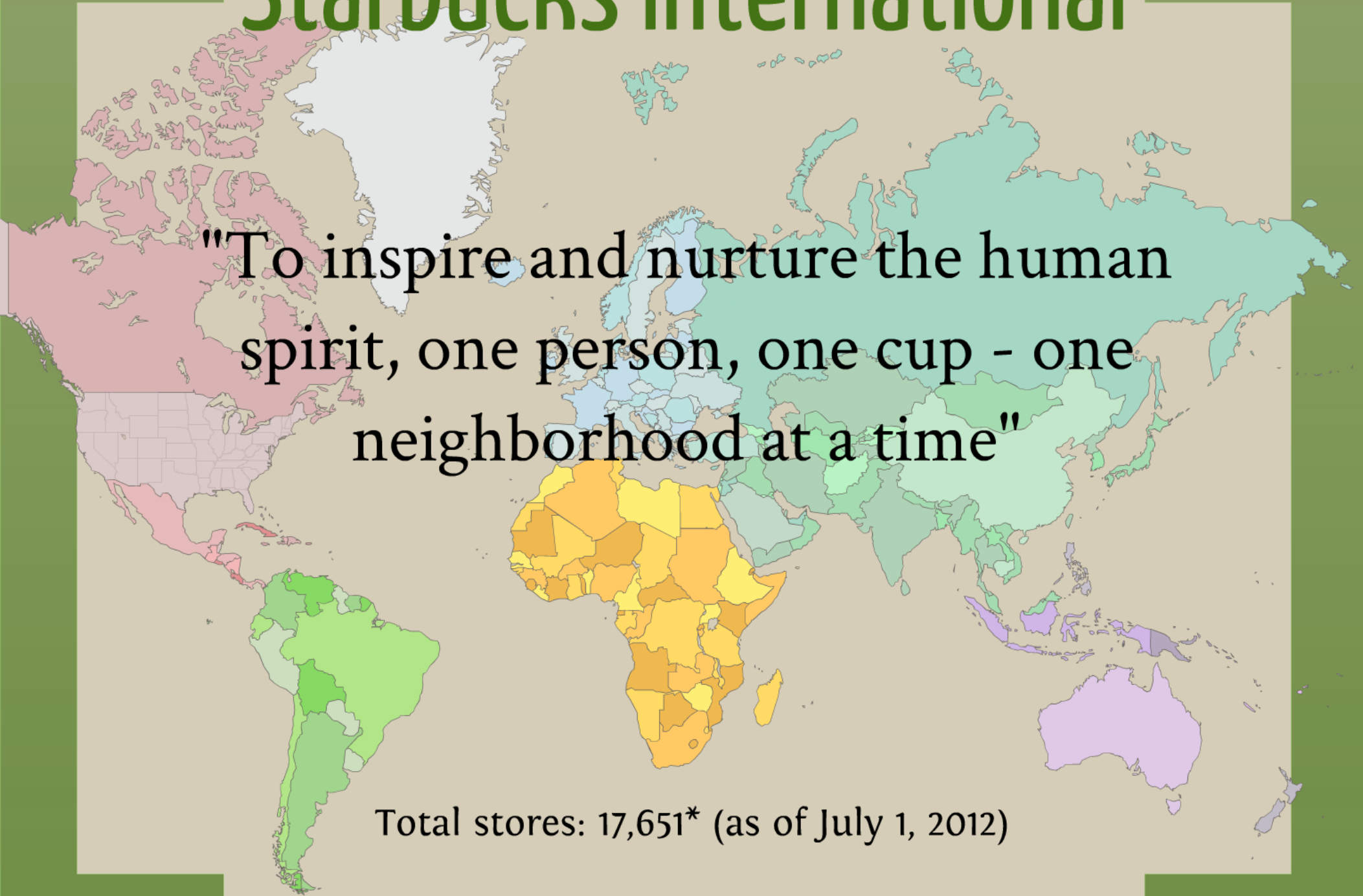


- Branding Color Elements
- "Wholesome, comforting, personal"
- Personal Touch
- My Starbucks Rewards
- Expanding the Brand

# Starbucks International

"To inspire and nurture the human spirit, one person, one cup - one neighborhood at a time"

Total stores: 17,651\* (as of July 1, 2012)



# Internal Communication

We're called partners, because it's not just a job, it's our passion. Together, we embrace diversity to create a place where each of us can be ourselves. We always treat each other with respect and dignity. And we hold each other to that standard.

