



اَوْنِيُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



**COMPANY ANALYSIS  
STARBUCKS CORPORATION**

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY**

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## **EXECUTIVE SUMMARY**

Starbucks Corporation is an American multinational chain of coffeehouses and roaster reserves headquartered in Seattle, Washington. It was founded in 1971 by Jerry Baldwin, Zev Siegel, and Gordon Bowker in Seattle, Washington. Howard Schultz was the key person who turned the company a huge success around the globe. Since the beginning Starbucks has been facing many tough challenges and yet it is still remains as the best coffee House in the world. From this study, I can learn about analysing, applying insight, reasoning and drawing conclusions in order to understand this company even more. The first part of this case study has been focusing on collecting the company information such as the background of the company, the problem statement and the purpose of the study. The second part of the case study focuses on its' background, organizational structure, products and services, technology, business, marketing and operational strategy.

We only use SWOT, which is the short form for strength, weaknesses, opportunities and threats of this company in order to analyze the product or services of the company and to understand more on how the company works. The discovery of such problems leads to improvements or finding a way out to make it smooth and straightforward. The recommendations also come from findings and discussions. This provides an opportunity for the development of new products with better versions to customers and companies.

## 2.3 Product/Services

The main goal of Starbucks is to become the leading brand and retailer of finest coffee in each of its target markets nationally and globally through selling the highest quality coffee and related items, and by offering high class customer support. Starbucks purchases and roasts a high quality whole bean coffees to market them with new, rich-brewed espresso beverages, different varieties of pastries and coffee related products and equipment ([www.starbucks.com](http://www.starbucks.com)). Moreover Starbucks also offers coffee and tea products strategically across other outlets such as supermarkets and non-traditional distribution channels such as United Airlines, Marriott International, Barnes & Noble bookstores and Department stores.

- Beverages: Brewed coffees, Italian-style espresso, cold blended beverages, roasted whole bean coffees, tea products, fruit juice, sodas, and coffee liqueur.

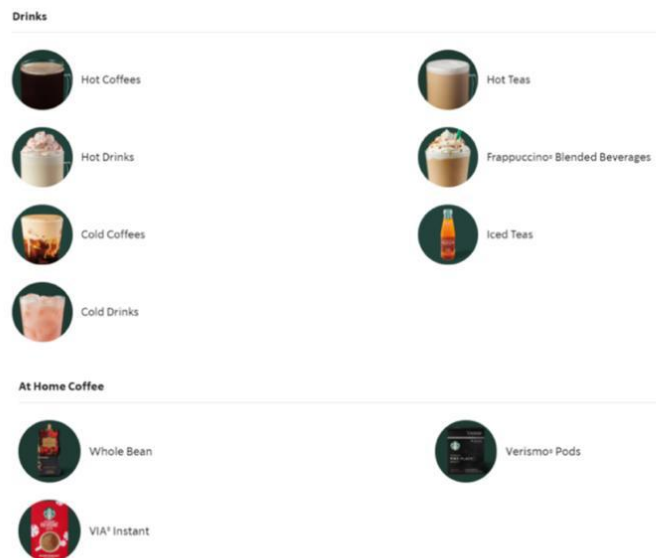


Figure 3: Example of drinks in Starbucks