



Starbucks. Evolution of the Company s Marketing Plan (Paperback)

By Fotini Mastroianni

GRIN Publishing, 2016. Paperback. Condition: New. 1. Auflage.. Language: English . Brand New Book ***** Print on Demand *****.Seminar paper from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, course: Marketing, language: English, abstract: Starbucks is known for the qualitative variety of its products, the exclusive and friendly environment, the helpful and very polite personnel, the information and training on the products and the participation of management in building relationships with customers. Starbucks offers more than 16 blends and types of coffee made of coffee beans Arabica, a large variety of beverages prepared instantly, teas, freshly baked pastries, chocolates, savoury delicacies, sandwiches, salads, etc. Also, at Starbucks a customer can buy coffee specialty products such as coffee machines espresso, coffee grinding machines, mugs and other items related to coffee and tea and CDs, which are original proposal gifts. Despite this wide array of products, Starbucks founder Howard Schultz, in February 2007, decided to close 600 Starbucks stores. This paper examines several reasons that may be advanced for the company s decline, concluding that it would not have happened if Starbucks had stayed in their original form of combining the exclusive cafe...



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