

# Starbucks Corporation Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Starbucks Corporation Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Starbucks Corporation and its competitors. This provides our Clients with a clear understanding of Starbucks Corporation position in the [Restaurants and Leisure](#) Industry.

The report contains detailed information about Starbucks Corporation that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Starbucks Corporation. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Starbucks Corporation financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Starbucks Corporation competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Starbucks Corporation business.

## **About Starbucks Corporation**

Starbucks Corporation engages in the purchase, roasting, and sale of whole bean coffees, along with handcrafted coffee and tea beverages and various fresh food items, through its company-operated retail stores.

The company also sells coffee and tea products and licenses its trademark through other channels, such as licensed stores, and through certain of its licensees and equity investees. It produces and sells various ready-to-drink beverages. In addition to its flagship Starbucks brand, its portfolio includes brands, such as Tazo Tea, Seattle's Best Coffee, and Starbucks VIA Ready Brew.

## **Segment**

The company has three segments: United States (US), International, and Global Consumer Products Group (CPG). The United States and International segments both include company-operated retail stores and certain components of specialty operations. Specialty operations within the United States include licensed retail stores. International specialty operations include retail store licensing operations in approximately 40 countries and foodservice accounts in Canada and the United Kingdom (U.K). The International segment's main markets, based on various company-operated and

licensed retail stores, are Canada, Japan, and the U.K.

The CPG segment includes packaged coffee and tea, Starbucks VIA Ready Brew, and other branded products sold worldwide through channels, such as grocery stores, warehouse clubs, convenience stores, and US foodservice accounts. CPG operates a portion of its business through licensing arrangements and a joint venture with a consumer products business partner.

### Company-operated Retail Stores

As of October 3, 2010, the company operated retail stores are approximately 8,833 and company-operated and licensed retail stores approximately are 8,025.

The company's stores offer a choice of regular and decaffeinated coffee beverages, a selection of Italian-style espresso beverages, cold blended beverages, iced shaken refreshment beverages, a selection of premium teas, distinctively packaged roasted whole bean coffees, and various Starbucks VIA Ready Brew soluble coffees. Its stores also offer various fresh food items, including nutritional value and flavor. Food items include pastries, prepared breakfast, lunch sandwiches, oatmeal, and salads, as well as juices, sodas, and bottled water. The Starbucks card program is designed to increase customer frequency of store visits by cardholders. Starbucks Cards are accepted at various company-operated and licensed stores in North America.

### Specialty Operations

Specialty operations develop the company's brands outside the company-operated retail store through various channels. These relationships take various forms, including licensing arrangements, foodservice accounts, and other initiatives related to the company's core businesses. In certain situations, Starbucks has an equity ownership interest in licensee operations.

### Licensing — Retail stores

The company's licensed retail store operations include the Starbucks and Seattle's Best Coffee brands. As part of these arrangements, Starbucks receives royalties and license fees and sells coffee, tea, and related products for resale in licensed locations.

### Licensing — Packaged coffee and tea

Through a licensing relationship with Kraft Foods, Inc. (Kraft), the company sells a selection of Starbucks and Seattle's Best Coffee branded packaged coffees and Tazo teas in grocery and warehouse club stores throughout the U.S., to grocery stores in Canada, the U.K. and other European countries. It sells packaged coffee and tea internationally both directly to warehouse club stores, such as Costco Wholesale Corporation.

### Licensing — Branded products

The company licenses the rights to produce and market Starbucks branded products through various partnerships both domestically and internationally.

The company's significant licensing agreements include the North American Coffee Partnership, a joint venture with the Pepsi-Cola Company in which Starbucks is a 50% equity investor, manufactures and markets ready-to-drink beverages, including bottled Frappuccino beverages and Starbucks DoubleShot espresso drinks in the U.S. and Canada; licensing agreements for manufacturing, marketing, and distribution of Starbucks Discoveries, a ready-to-drink chilled cup coffee beverage, and Starbucks DoubleShot espresso drinks in Japan and South Korea; a licensing agreement with a partnership formed by Unilever and Pepsi-Cola Company for manufacturing, marketing, and distribution of Starbucks super-premium Tazo Tea ready-to-drink beverages in the U.S.; and a licensing agreement with Unilever for manufacturing, marketing, and distribution of Starbucks super-premium ice cream products in the U.S.

### Foodservice

The company sells whole bean and ground coffees, including the Starbucks and Seattle's Best Coffee brands, as well as a selection of premium Tazo teas, Starbucks VIA Ready Brew, and other related products, to institutional foodservice companies that service business and industry, education, healthcare, office coffee distributors, hotels, restaurants, airlines, and other retailers. It also sells its Seattle's Best Coffee through arrangements with national accounts. The majority of the sales in this channel come through national broadline distribution networks with SYSCO Corporation, US Foodservice, and other distributors.

### History

Starbucks Corporation was founded in 1985.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.

The complete financial data is available for publicly traded companies.



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## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3×3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

### Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

### IFE, EFE, IE Matrices

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

## **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

## **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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