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President Coffee Corp in Consumer Foodservice (Taiwan)

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Abstracts

Growing interest in and demand for coffee has become somewhat of a double edged sword for Starbucks in Taiwan. President Coffee Corp enjoys a very strong brand image and is well positioned as a pioneer in coffee in Taiwan. At the same time, competition and innovation from players across consumer foodservice in relation to coffee is growing immensely. Starbucks is likely to continue to use events and themed promotions to maintain consumer interest in its brand, while outlet expansion is anticipat...

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