

Shanghai Uni-President Starbucks Co in Hot Drinks (Taiwan)

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Date: February 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: S0B044BB780EN

Abstracts

Shanghai Uni-President Starbucks Co will continue to focus on the expansion of its specialist coffee shops chain in Taiwan over the forecast period. At the same time, the company will seek to leverage the popularity of the Starbucks chain by improving retail distribution of its packaged and branded coffee products. However, it is not expected that the company will become a major player in coffee at the retail level.

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Contents

Strategic Direction

Key Facts

Summary 1 Shanghai Uni-President Starbucks Co: Key Facts

Summary 2 Shanghai Uni-President Starbucks Co: Operational Indicators 2012-2014

Competitive Positioning

Summary 3 Shanghai Uni-President Starbucks Co: Competitive Position 2016

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