

Starbucks Coffee Chile SA in Consumer Foodservice (Chile)

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Abstracts

Starbucks was the leading specialist coffee shop brand in Chile in 2016. Starbucks Coffee Chile SA owns the brand in Chile, controlled by the Mexican company Alsea SA. The company's strategy is to continue to expand aggressively, mainly in Santiago but also in other main cities in the country. The company constantly innovates, and develops marketing strategies to gain customer loyalty.

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Contents

Strategic Direction

Key Facts

Summary 1 Starbucks Coffee Chile SA: Key Facts

Summary 2 Starbucks Coffee Chile SA: Operational Indicators

Suppliers

Competitive Positioning

Summary 3 Starbucks Coffee Chile SA: Competitive Position 2016

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