

Starbucks Corp in Consumer Foodservice (China)

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Date: May 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: SD9F48E08F5EN

Abstracts

Starbucks Corp plans to expand its network of outlets to 2,500 in the next five years in the China market, and will start a partnership with a massively popular app named WeChat to provide a mobile payment service and engage in social interaction.

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Contents

Strategic Direction

Key Facts

Summary 1 Starbucks Corp: Key Facts

Suppliers

Competitive Positioning

Summary 2 Starbucks Corp: Competitive Position 2016

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