

Starbucks Corp in Consumer Foodservice (USA)

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Abstracts

In 2016, Starbucks remained one of the fastest growing consumer foodservice companies in the US. It continued to record double-digit value sales growth as well as strong gains in terms of total number of outlets. The company previously utilised a three-pronged growth strategy but in 2016 announced new avenues for growth, which include increasing its number of outlets, elevating the premium coffee experience, creating new customer occasions and “extending the digital flywheel”. For the first init...

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