

Starbucks Corporation - Company Profile and SWOT Analysis

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Abstracts

Starbucks Corporation %li%Company Profile and SWOT Analysis

Summary

Starbucks Corporation %li%Company Profile and SWOT Analysis, is a source of comprehensive company data and information. The report covers the company's structure, operation, SWOT analysis, product and service offerings and corporate actions, providing a 360° view of the company.

Key Highlights

Starbucks Corporation (Starbucks or 'the company') is a premier roaster, marketer, and retailer of specialty coffee. The company offers a range of coffee and tea beverages, tea, and related products, including packaged roasted whole bean and ground coffees, and food and snack offerings. It also produces and sells a variety of ready-to-drink beverages, such as Frappuccino coffee drinks, Iced Espresso Classics and Starbucks, Starbucks Doubleshot espresso drinks, and chilled multi-serve beverages through various channels including grocery stores, warehouse clubs, convenience stores, specialty retailers, and the US foodservice accounts. Starbucks operates in countries across North America, Asia Pacific, EMEA, and Latin America. The company is headquartered in Seattle, Washington, the US.

Scope

Detailed information on Starbucks Corporation required for business and competitor intelligence needs

A study of the major internal and external factors affecting Starbucks Corporation in the form of a SWOT analysis

An in-depth view of the business model of Starbucks Corporation including a breakdown and examination of key business segments

Intelligence on Starbucks Corporation's mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about Starbucks Corporation, such as business expansion, restructuring, and contract wins

Large number of easy-to-grasp charts and graphs that present important data and key trends

Reasons to Buy

Gain understanding of Starbucks Corporation and the factors that influence its strategies.

Track strategic initiatives of the company and latest corporate news and actions.

Assess Starbucks Corporation as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on Starbucks Corporation's business structure, strategy and prospects.

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