

New Product Launch Analysis, Starbucks Company, Chilled Products in Kuwait

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Abstracts

Starbucks Company is a company of America that deals mainly in coffee and other food products. It has headquarter in Washington and it operates in more than 23500 places globally and operates in USA, Japan, Canada, Kuwait, UK and in other part of the world and operates internationally. The founder of the Starbucks named as Jerry Baldwin, Zev Siegel and Gordon Bowker. Different chains of Starbucks deals in hot and cold drinks, whole bean coffee, espresso, cold coffee, loose leaf coffee, tea products, cakes, pastries, sandwiches, snacks, pumpkin spice latte and other seasonal food. Starbucks also operates successfully in Kuwait and deals in pre packaged food goods, hot and cold food items and successfully operates in Kuwait. It also offers ice cream of different flavors and grocery products (Starbucks, 2016). Cont... (1250 words of this report)

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