

Starbucks Corporation, Company Report

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Abstracts

Starbucks is the main and most appreciable coffee corporations of the world with more than 6000 self maintained stores around the globe. It operates in more than 38 countries of the world. It is basically an American corporation and currently operates in England, Kuwait, Saudi Arabia, China and many other countries of the world. It deals in more than 30 various brands of the blended coffee and the business is mainly deals in the food business and it is not well diversified. On the basis of the turnover it is one of the leading operators of the branded coffee around the globe. Starbucks mainly compete with the other coffee businesses that involve the outlets that are mainly included in the selling of the coffee and other hold and cold beverages, generally with the addition of the snack foods like the cakes, muffins, pastries etc. Starbucks Company have more than 1000 coffee stores in the America and it is one of the most appreciable and admirable coffee store in the Kuwait. With the positive turnover, profits and revenues, Starbucks Company is the leading coffee brand of the business world and it is an international brand with global recognition and the main focus of the company is the health and requirements of their customers (Starbucks,2015). Cont... (2000 words of this report)

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