

Coffee and Coffee Shops Chains

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Abstracts

The study will be available in electronic form, after an order is received, within 6 days.

The examined coffee chain and coffee shops market is characterised by a small number of businesses dominating the market and managing powerful brands. In the last three years, coffee chains coming mainly from the peripheral regions of the country have shown particular growth.

This study was compiled by STOCHASIS Management Consultancy S.A. and aims to reflect the current state of the Coffee and coffee shop chains in Greece and to examine its prospects, while presenting information on the international market.

More specifically, the first five chapters of the study feature information on the Coffee and coffee shop chains, which refer to general characteristics, the institutional framework, the demand, the offer and the size of the industry. In the sixth chapter of the study we will present information on the relevant market internationally. Finally, we will present the conclusions and the prospects of the market, as well as an annex with selected financial indicators of major enterprises in 2009-2013.

Contents

SYNOPSIS

INTRODUCTION

1. GENERAL INFORMATION

- 1.1 Definition
- 1.2 Coffee varieties
- 1.3 Coffee production
- 1.4 Types of coffee
- 1.5 The history of coffee
- 1.6 Coffee in Greece – Coffee Shops
- 1.7 Advertising coffee - Historical background
- 1.8 General data on the industry
- 1.9 Industry characteristics

2. INSTITUTIONAL FRAMEWORK

3. DEMAND

- 3.1 Determinants of demand
- 3.2 Analysis of selected determinants of demand

4. OFFER

- 4.1 Presentation of major coffee chains
- 4.2 Presentation of the major coffee shop chains
- 4.3 Major enterprises of coffee chains and coffee shop chains
- 4.4 Turnover development of the major coffee chains and the major coffee shop chains

5 MARKET

- 5.1 Domestic market size for coffee chains
- 5.2 Domestic market size for coffee shop chains
- 5.3 An analysis of the domestic market for coffee chains
- 5.4 Franchising as an expansion method
- 5.5 Porter's five forces

6. INTERNATIONAL MARKET

6.1 Coffee & snacks concepts from all over the world

6.2 European coffee chains market

6.3 Coffee chains in England

6.4 Coffee chains in United States

7. CONCLUSIONS – PROSPECTS

7.1 SWOT Analysis

7.2 Main findings – Prospects

ANNEX I

Financial ratios of the major coffee chains

A. Capital structure indicators and financial leverage

B. Liquidity indicators

C. Activity indicators

D. Performance indicators

Types of financial indicators

ANNEX II

Financial ratios of the major coffee shop chains

A. Capital structure indicators and financial leverage

B. Liquidity indicators

C. Activity indicators

D. Performance indicators

Types of financial indicators

SOURCES & BIBLIOGRAPHY

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