



The Idea Behind the Starbucks Experience

By Nadine Pahl

Grin Verlag Apr 2009, 2009. Taschenbuch. Book Condition: Neu. 212x147x10 mm. This item is printed on demand - Print on Demand Titel. - Scholarly Research Paper from the year 2008 in the subject Business economics - Operations Research, grade: 1,0, University of Applied Sciences Berlin, course: International Entrepreneurship, language: English, abstract: 1971, when the Starbucks experience begun, Starbucks was just a small coffee shop in Seattle, USA. Today, Starbucks, named after the first mate in Herman Melville's Moby Dick, is the world's leading retailer, roaster and brand of specialty coffee with millions of customer visits per week at stores in North America, Europe, Middle East, Latin America and the Pacific Rim. Thus, within not more than three decades, Starbucks offering of distinctive blend of quality coffee, neighbourly camaraderie and a unique coffeehouse culture combined with an aggressive growth strategy helped it to become the most famous specialty coffee shop chain in the world and a global company: In 2007, it run more than 15,000 stores worldwide by employing more than 172,000 people. But in the same year 2007 - despite revenues of USD 9.4 billion - Starbucks had to report a first-ever decline in same-store sales. As early as...



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