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starbucks-case-study 1. 1.0 INTRODUCTION Name : Starbucks Corporation (NASDAQ: SBUX) Headquarters : Seattle, Washington, U.S. Employees : 176,000 in 2008 Revenue for 2008 : US\$10.383 billion CEO : Howard Schultz (Founder of Starbucks coffeehouse) Starbucks Corporation is an international coffeehouse chain based in Seattle, Washington, United States.

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1. CASE STUDY ON STARBUCKS. 2. CASE STUDY CONTENTS 1- INTRODUCTION 2- STARBUCKS STORY 3- CLOSING OF STORES AND JOB CUTS 4- REASON BEHIND STARBUCK DOWNFALL 5- RETURN OF HOWARD.D.SCHULTZ 6- MEASURS TAKEN TO GAIN INVESTORS CONFIDENCE 7- EFFECTS OF EXPANDING STORES 8- REBIRTH OF STARBUCK 9- SOCIAL MEDIA CAMPAIGNS 10-TRANSFORMING THE INSTORE EXPERIENCE 11-EMPLOYEES AND BARISTAS 12-ROLES OF DIFFERENT

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Starbucks Case Study Analysis Assignment Answers

This assignment is about the case study analysis of the company Starbucks Corporation. It is an American coffee supply chain founded in the year of 1971 in Seattle, Washington. Jerry Baldwin, Zev Seigl and Gordon Bowker are the founder of the company.

About the Case Study Analysis of the Starbucks Corporation

January 6th, 2011 Expanding in the Danish market for the coffee shop chain industry – with Starbucks as an illustrative case Table of contents Figures of contents 5 Title sheet 8 1 Executive summary 9 2 Introduction – what is Starbucks? 10 2.1 Subject field 11 2.2 Problem and problem formulation 11 2.3 Project design 12 3 Methodology and theory of science 14 3.1.1 Three methodological ...

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