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STARBUCKS SWOT & PESTLE ANALYSIS

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Company Name : Starbucks

Company Sector : Restaurants and food

Operating Geography : United States, North America, Global

About the Company :

Starbucks is the world's biggest coffee house chain which started operations from the year 1971 from Seattle, United States. Primarily Starbucks started as a whole bean coffee, tea and other spices roaster and retailer. Presently it has more than 30,000 retail stores in 83 markets. The current CEO is Howard Schultz. Its product offerings range from hot and cold beverages, merchandise (mugs, books, tea and coffee brewing equipment, etc.), fresh food (sandwiches, salads, yogurt parfaits, Baked pastries etc.) and consumer products such as ground and whole bean coffee, tea and ready-to-drink bottled Frappuccino, iced coffee, tea etc. Starbucks stocks are traded on NASDAQ under the symbol SBUX. As of October 3, 2021, the retailer employed 383,000 people across the world. For the year 2021, it ranked #125 in Fortune 500 list. In 2022, Starbucks partnered with PepsiCo through the North American Coffee Partnership (NACP) to create ready-to-drink (RTD) coffee and energy products such as Starbucks BAYATM Energy.

Starbucks' unique selling proposition or USP lies in being one of the leading coffee makers in the world. Starbucks' mission statement reads. "To inspire and nurture the human spirit - one person, one cup and one neighbourhood at a time.

Revenue :

US\$ 29,060.6 million – FY ended 3rd October, 2021

US\$ 23,518.0 million – FY ended 27th September, 2020

SWOT Analysis :

The SWOT Analysis for Starbucks is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Quality assurance of products and service. 2. Financial stability and monetary controls 3. Benefits to partners 4. Established itself as a global brand 5. Innovating and exploring new flavors. 6. Creating brand image with social goodwill and connecting with the people 	<ol style="list-style-type: none"> 1. Constant price hikes can deter many of its potential customers 2. Unavailability of products in all of its stores 3. Dependency on Suppliers. 4. Cutting ties with Fairtrade might lower the standards
Opportunities	Threats
<ol style="list-style-type: none"> 1. Expand in the international markets. 2. Selling products in the supermarkets. 3. New product innovations 	<ol style="list-style-type: none"> 1. Price and supply of coffee is unpredictable. 2. Other Competitive brands with similar and cheaper products 3. Impact of Covid-19 pandemic

PESTLE Analysis :

The PESTLE Analysis for Starbucks is given below:

Political	Economical
1.Effect of changes in US Administration 2.Repercussions of trade war with China	1.Effect of changes in economic conditions 2.Impact of changes in exchange rates 3.Changes in Interest rates 4.Rising inflation may impact sales
Social	Technological
1.Attractive employee benefits foster retention and loyalty 2.Focus on organic products 3.Focus on innovation on Social wellness 4.Unionization in food and beverage industry	1.Focus on digitization 2.Consumer targeting through data analytics 3.Developing mobile based platforms
Legal	Environmental
1.Risk of Litigations and infringements 2.Changes in tax rates 3.Suspension of worker vaccination and Covid-19 testing after Supreme Court blocked the Biden administration's mandate for large businesses	1.Focus on Environment issues

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