

# Case Study on Marketing Strategy: Starbucks Entry to China

Starbucks is one of the largest coffee chains in the World. The company has a unique style and atmosphere in their coffee houses. We chose China because it is the world's most populous country with over 1.3 billion people live there and second-largest country by land area. After 1978, the country's economy were underwent dramatic changes which involved such relief as permission for entrepreneurs to start up their own business and opening the country for foreign investment. It is obviously that Starbucks managers decided to take advantage of such opportunity to expand their business into new region. To evaluate Chinese market the company used several steps of analyses.



## Who might be interested in buying coffee in China?

To introduce the Starbucks brand the company begun to distribute coffee for free to guests in several Beijing's hotels in 1994. This initiative indicated that there was a strong demand for their products, particularly among foreigners in China. Local people, who strived to imitate the Western lifestyle, also showed interest for coffee drinking. In addition young generation were enchantment by brands and products from the West. These factors led Starbuck's managers to learn and understand more about business climate in that Asia country.

Next step for Starbucks was to determine financial and economic conditions of China. Company's managers were aware that Chinese Gross Domestic Product (GDP) continuously grew approximately 9 % on an average and a GDP per capita was US\$3,800. All these factors led to rising income of middle class. That was undoubted advantage for entering Chinese market for Starbucks.

At the third level of screening Starbucks faced with political restrictions. China is highly bureaucratic country with difficult processes of getting permissions and sanctions to start and run business. In order to avoid these challenges the company built and maintain firm relationship with Chinese local partners as well as government officials. In addition, Starbucks Soong Ching-Ling Foundation received \$5 million donation from Starbucks to support education in country's poorest regions.

The fourth level of screening involved socio-cultural forces. It showed the biggest challenges for Starbucks, because of the old tradition of tea drinking in China. At the beginning managers didn't know how to accustomed Chinese to drink and appreciate coffee. To acquaint employees and

# Starbucks China Case Study Answers

**Michitaka Kosaka, Jie Wu, Ke  
Xing, Shiyong Zhang**



## **Starbucks China Case Study Answers:**

*Marketing Management* Dr. Qaisar Abbas Fatimi, 2024-05-06 In a world where the pace of business is unrelenting and competition is fierce Marketing Management stands out as a guiding light for those determined to master the marketing domain Authored by the distinguished Dr Qaisar Abbas Fatimi this book breaks free from the constraints of traditional textbooks to offer a powerful blueprint for marketing success Marketing Management invites you on a deep dive into the art and science of marketing delivering an unmatched understanding of consumer behavior market segmentation and brand positioning all through Dr Fatimi s seasoned lens It goes beyond the basics enriching readers with cutting edge insights on using digital technologies to supercharge marketing efforts from mastering social media to harnessing data analytics Moreover Dr QAF ventures into the ethical and sustainable aspects of modern marketing promoting strategies that benefit society and the planet This book is more than a learning resource it s a journey towards discovery growth and excellence in marketing curated for students educators and professionals alike Under Dr Fatimi s mentorship you re set to excel in the dynamic marketing landscape      Global Business Strategy: Asian Perspective (Second Edition) Hwy-chang Moon, 2022-01-07 As the second edition of Global Business Strategy this book provides novel insights on how a firm can formulate a successful approach toward its global business from both the Western and Asian perspectives In this respect the book s overall goal is to bridge the gap between these two different viewpoints This second edition includes more recent business theories techniques and cases within the field of global business strategy Specifically it includes new theories and techniques like creating shared value CSV the global value chain platform strategy and business ecosystem They are shown to be important tools for enhancing competitiveness and maintaining sustainability among firms in today s rapidly changing international business environment This is very much evident today given the critical challenges arising from the trade tensions between the United States and China emerging technologies such as artificial intelligence and digital transformation and the unprecedented disruptions brought on by the coronavirus pandemic We hope that this book will serve as a useful companion for students business practitioners policymakers and the more general readers interested in issues related to competitiveness and business      **Bridging the Communication Gap: Navigating Cultural Differences in a Global Community** Pasquale De Marco, 2025-07-10 In a world where cultures collide and connections span continents effective intercultural communication has become a cornerstone of global harmony and understanding This comprehensive guide delving into the intricacies of human interaction across diverse cultural contexts equips readers with the knowledge skills and strategies to navigate the complexities of intercultural communication Drawing on a wealth of research and real world examples the book offers a comprehensive overview of the field examining key concepts theories and challenges It provides practical guidance on how to effectively communicate and interact with people from different cultural backgrounds in various settings fostering mutual understanding and respect Readers will gain valuable insights into the profound impact that culture has on communication

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Qualitative Consumer and Marketing Research Krittinee Nuttavuthisit,2019-02-13 This book presents both theoretical research methods and practical uses of qualitative consumer and marketing research in Asia as well as approaches to research with extended viewpoints and case studies on the specific research practices identifying the distinctive characteristics and conditions of the Asian market Starting with an introduction and a rationale for qualitative consumer and marketing research which discuss interpretive research perspectives and key qualitative research traditions underlying the research it then elaborates on research design formulating research directions research questions research methods research validity and reliability as well as research ethics The book goes on to cover various key data collection techniques such as interviews focus groups observation and ethnography online observation and netnography and other alternative tools like projective techniques autodiving and diaries These include design of research setting samples and sampling strategy context time and research procedures from entry to access and completion of the research project with resources planning In addition the book also addresses data analysis and interpretation as well as presentation dissemination and sharing of research results through both academic and practical courses Lastly it derives key concepts by reviewing classic research traditions and methods together with academic and practical studies

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**Business Innovation with New ICT in the Asia-Pacific: Case Studies** Michitaka Kosaka,Jie Wu,Ke Xing,Shiyong Zhang,2020-09-09 This book clarifies the direction of business innovation using new ICT such as the Internet of things IoT artificial intelligence AI smartphones and cloud computing through a series of case studies on successful trials and advanced businesses in the Asia Pacific where many industry sectors have been growing successfully in the 21st century ICT has been playing an important role in value creation for customers and in profit generation for providers contributing to various service innovation and business innovation Now digitalization using IoT and AI provides solutions to address various issues in the human society which is transforming services and businesses in the 21st century What is the direction of the business innovation using new ICT is a highly concerned question for business researchers and practitioners Aiming to answer the question this book conducts a number of cases studies in the Asia Pacific region including the Mainland China Taiwan Japan Malaysia Vietnam as well as Australia Among the studies there are 4 cases from ICT providers 4 cases from traditional and services and 6 cases from new ICT applications and businesses Each case analyzes social needs and human desires new value created roles of new technologies processes and difficulties in developing new businesses the relationship among customers providers and stakeholders value chain co creation and optimization factors of success and business models Finally the direction of business innovation with new ICT in the Asia Pacific is suggested by summarizing the findings from the case studies through the lens of the theoretical analysis in service science

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marketing leaders for your team and culture      *Managing Hospitality Experiences* Alexandra Kenyon, Peter Robinson, James Musgrave, 2020-06-25 Using examples from the gamut of hospitality this book explores issues around people services and spaces It covers management issues such as marketing human resources operations quality management facilities management project management and strategy while considering hospitality operations within their wider geo social and geo environmental settings This book includes a range of important contemporary topics such as sustainability resilience and ethics supported throughout by learning objectives case studies review questions links to videos and further reading suggestions      How to Get Published in the Best Entrepreneurship Journals Alain Fayolle, Mike Wright, 2014-01-31

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**Information Technology for Management: New Ideas and Real Solutions** Ewa Ziemia,2017-01-27 This book constitutes revised selected papers from the 14th Conference on Advanced Information Technologies for Management AITM 2016 and the 11th Conference on Information Systems Management ISM 2016 held as part of the Federated Conference on Computer Science and Information Systems FedCSIS which took place in Gdansk Poland in September 2016 The 13 papers presented in this volume were carefully reviewed and selected from 51 submissions They were organized in topical sections named information technology and systems for knowledge management information technology and systems for business transformation and implementation and evaluation of information systems The Lowdown on China's Higher Education Martin Wolff,2011-07-12 Obviously you are not chanting the exultations of China which many of my country people are used to listening to A Chinese scholar recognizes that this book is not a further attempt to curry favor with China by tickling its leaders ears This book examines what is right and the truth about what is wrong with English language education in Chinese colleges and universities As our Chinese colleague further states Most Chinese are learning English like one learning swimming ashore We have been writing about these shortcomings for ten years It arises because administrators posted to their positions due to party affiliation and good standing are basically ignorant of administration and educational matters The VIPs of EEC believe that they know while they don t what are under their supervision the professionals of EEC believe that what they are doing academically is helpful while it s not The two types are making the common non professional people believe that they are knowingly reliable while they are not The educated as well as the illiterate do not know what to do and what not to do what is correct and what is wrong what is worthy and what is not etc The weakness from the historical perspective is also a consequence of modern Chinese history whose knowledge most Chinese people are poor at but reluctant to admit This book could not be published within China due to its truthfulness

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## Unveiling the Power of Verbal Artistry: An Emotional Sojourn through **Starbucks China Case Study Answers**

In a global inundated with displays and the cacophony of fast interaction, the profound power and psychological resonance of verbal artistry usually disappear in to obscurity, eclipsed by the continuous barrage of sound and distractions. However, set within the lyrical pages of **Starbucks China Case Study Answers**, a captivating function of fictional splendor that pulses with natural emotions, lies an memorable trip waiting to be embarked upon. Published by a virtuoso wordsmith, this interesting opus guides viewers on an emotional odyssey, softly revealing the latent potential and profound impact stuck within the complicated web of language. Within the heart-wrenching expanse of this evocative evaluation, we can embark upon an introspective exploration of the book is main themes, dissect its fascinating publishing design, and immerse ourselves in the indelible impact it leaves upon the depths of readers souls.

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