

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 Starbucks'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

A Gutmann



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