



# FSP Retailer Profiles Starbucks



# FSP Retailer Profiles - Starbucks



## About

Founded in Seattle in 1971, Starbucks is coffee shop retailer with over 700 outlets in the UK. It is the largest coffeehouse company in the world (although there are more Costa Coffee shops in the UK uniquely) with plans to achieve 40,000 outlets globally. It is positioned in the Middle sector of the coffee shop market, with a Venti (large) cappuccino costing around £2.65.

Starbucks Corporation is a public limited company in the US, and subsidiaries include Starbucks Coffee Company, Tazo Tea Company, Seattle's Best Coffee, Torrefazione Italia, Hear Music and Ethos Water. The first Starbucks location outside North America opened in Tokyo, Japan, in 1996. Starbucks entered the U.K. market in 1998 with the acquisition of the then 60-outlet, UK-based Seattle Coffee Company. By November 2005, London had more outlets than Manhattan.

Amidst the current economic conditions, Starbucks has closed several branches across the world, and though initially remaining adamant that UK expansion plans are continuing as planned, is reportedly looking to sell 50 of the worst performing UK stores.



## History

- In October 2009, the retailer appointed Gordon Brown as their new chairman, who took up the position on 1 October 2009, taking over from Peter Gent. Brown, having previously served as managing director at Wilkinson between 1991–2007
- 2009 – The 99p Store Head quarter relocated to Daventry
- 2006 - £8m cash injection from Barclays Ventures & Lloyds TSB secured
- 2001 - 99p Store is founded

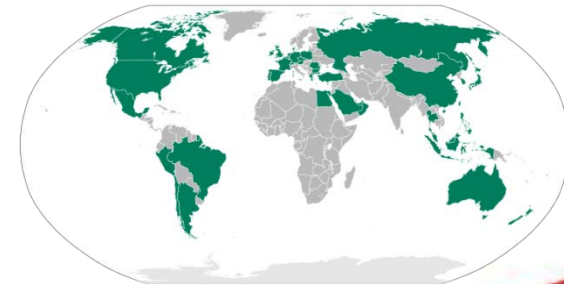
Year	BIS Guide
2000	Very worrying
2001	Very worrying
2002	Very worrying
2003	Very worrying
2004	Very worrying
2005	Very worrying
2006	Very worrying
2007	Head above water
2008	Very worrying
2009	Very worrying

## Recent News

- 07/01/2011 - Starbucks to change logo and expand products offered
- 07/12/2010 - Starbucks offered Kraft USD750 million to end partnership
- 15/11/2010 - Starbucks to accelerate store openings as economy recovers
- 04/10/2010 - Starbucks to offer staff NVQs
- 27/08/2010 - Starbucks takes New Look property head for fresh brew
- 17/08/2010 - Starbucks to enter El Salvador

## Starbucks Trading Countries

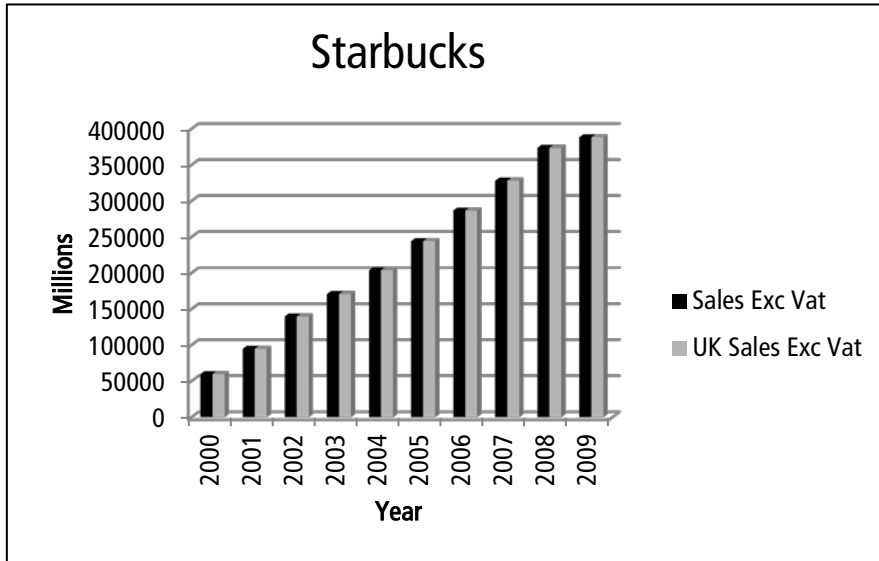
Argentina, Aruba , Australia, Austria, Bahamas, Bahrain, Belgium, Brazil, Bulgaria, Canada, Chile, China, Cyprus, Czech Republic, Denmark, Egypt, France, Germany, Greece, Hong Kong, Indonesia, Ireland, Japan, Jordan, Korea, Kuwait, Lebanon, Malaysia, Mexico, New Zealand, Netherlands, Northern Ireland, Oman, Peru, Philippines, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, Scotland, Singapore, Spain, Switzerland, Taiwan, Thailand, Turkey, United Arab Emirates, United States and Wales..



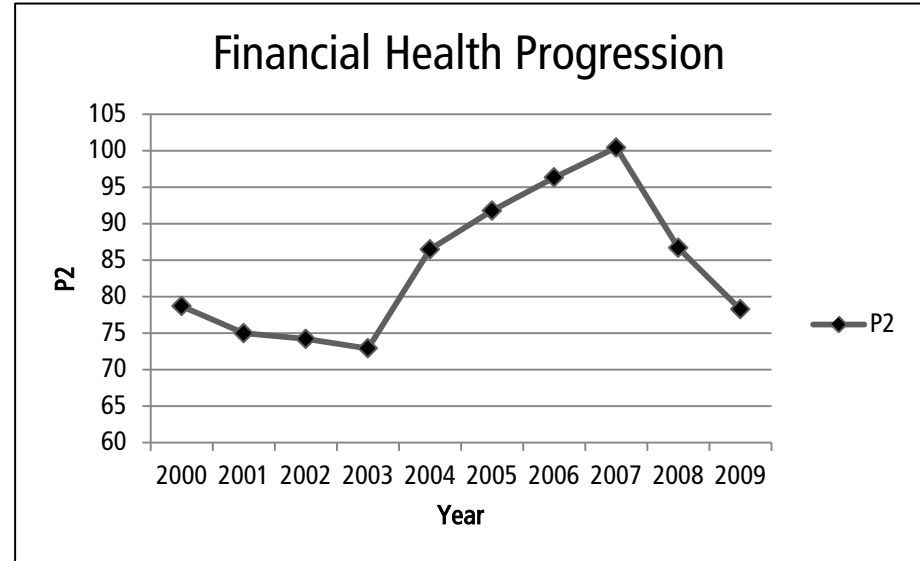
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## Starbucks Sales



## Starbucks Financial Health



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