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by Paul Kimolo

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Throughout the context, the need to go for a higher retail competency with the acquisition of new products and new categories was why Starbuck adopted the sale of fresh juice. The purchase of the new beverages also aimed at going for \$50 billion health and improving the wellness of the industry. The acquisition of fresh juice posed huge benefits to Starbuck's industrial sector. For instance, by the end of FY2012, he had already opened four new stores that sold both vegan and vegetarian and sold premium fresh juice. At the same period, 2200 of its Starbuck cafes sold a ready-to-drink evolution fresh juice. Additionally, the acquisition of Bay bread served as a substitute for food sales, which had remained flat in 2011 and 2012.

Similarly, Starbuck aimed at gaining market power against other suppliers and distributors. To achieve this goal, he focused on pairing foodstuffs with the corresponding high-quality beverages. According to him, the inconsistent qualities he got from other suppliers did little to attract more customers and also did not boost the quality of foods and beverages served. To gain supremacy in service delivery to the customers, Starbuck focused on changing the competitive battle with its counterparts. In 2013, he merged with Danone in a multi-year agreement to produce an exclusive line of fresh evolution juice sold solely in Starbucks' stores. He also focused on maintaining the morning hour's customers not to cede market competition with his counterparts in the like Mcdonald's who focused on increasing the morning hour sales.

However, Starbuck has to employ various aspects to increase the value of acquiring these new products and new categories. For instance, Starbuck launches four new and improvised breakfast deals not dealt with by its competitors. Additionally, Starbucks hopes to improve its corporate-level core competency. He focuses on taking a unique way of service delivery and improving the quality of foods and beverages he offers.

Contrary, Starbucks encounters both external and internal factors that prevent him from realizing the full benefits of acquiring the acquisitions of the new products. The existence of the Americas and the digital ventures posed a challenge in the attainment of recent additions. The Americas had a more significant part of the marketplace with almost 74% of the country's revenue, thus dominating the market. There was also an increment of traffic that only accounted for just one-third of comparable-store sales.

In the 2nd quarter of FY 2014, there was a need to improve mobile payment and mobile loyalty that required Starbuck' position and monetize its digital leadership into new platforms, revenues, and growth. These strategies required a lot of gains that slowed the need to attain new acquisitions. He also had to invest in social media platform in the likes of Facebook of which according to him could acted as a tool for marketing and customer engagement. However, these strategies required a massive amount of revenue that hindered him from realizing the benefits of the new acquisitions.

The Federation Internationale de football association is an organization that is responsible for football gaming around the world. It has been evidenced with various aspects of corrupt activities where a considerable amount of monies are lost in the hands of few individuals. These scandals pose a political risk for companies operating in foreign countries. For instance, the companies are exposed to corrupt activities that may push them to face the rule of law that seems challenging in foreign countries. However, most developing countries seem to be at a higher risk for these companies since the rule of law seems weaker and, therefore, corrupt companies may dominate these countries.

The official sponsors of soccer organizations in foreign countries are exposed to various benefits. For instance, companies such as Nike and Coca-Cola have been beneficiaries of these

sponsorships for an extended period. For example, Nike has experienced and increased its football products' sales in various contracts awarded to them by FIFA. Furthermore, these companies are exposed to a considerable amount of money involved in sponsoring these soccer organizations.

Many countries where the game of football is played are characterized by poor institutional infrastructure. Therefore, most of these sponsoring companies use these weaknesses to secure these sponsoring jobs since they apply corruption by bribing them to be awarded the sponsorships.

Being living in a selfish world, greedy for money has posed a significant challenge in violating many countries' laws. Likewise, being given a described process for gaining sponsorships, these companies are likely to realize that bribery and corrupt activities usually occur since they will engage in such malpractices to get these sponsorships. Through practices, these companies violate

Various bodies such as the FBI have been overseeing the activities that FIFA engages in. Through these follow-ups, the sponsoring companies are exposed to the danger of facing the law and may lose their sponsorship rights if caught in corrupt practices. However, since corruption has been only the sure way to secure these sponsoring jobs, it becomes difficult for these companies operate without engaging in corrupt practices.

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