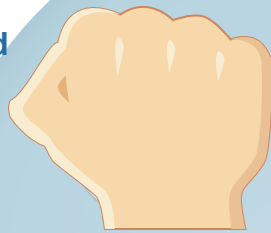


SWOT Analysis for Starbucks

Strengths

value at \$4 billion
good track record
large coffee house in the world



Weaknesses

bad publicity
expensive coffee
coffee beans price fluctuations



Opportunities

market expansion
rising coffee demand in Asia
extended supply range in the world



Threats

imitation goods
rising coffee beans price
more catering companies ever

