

Mini Report

Write a report of about 1000 words, choose a company and analyze why the company has successfully created a demand advantage (excluding monopoly cases). State the company's successful campaigns or strategies to create that demand advantage.

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Deadline: the end of Friday, 22/09/2023.

How Starbucks Created a Demand Advantage

Starbucks is one of the most successful companies in the world, with over 32,000 stores in 83 countries and a market value of over \$130 billion as of September 2023¹. Starbucks has achieved this remarkable feat by creating a demand advantage, which means that it has made its products and services more desirable to customers than those of its rivals. In this report, I will analyze how Starbucks has created a demand advantage using three main methods: differentiation, specialization, and branding.

Differentiation

Starbucks has differentiated itself from other coffee shops by offering high-quality coffee beans, beverages, and food items that cater to various tastes and preferences. Starbucks sources its coffee beans from over 30 countries and roasts them in-house to ensure freshness and flavor². Starbucks also offers a wide range of beverages, from classic espresso drinks to seasonal specialties, such as pumpkin spice latte and peppermint mocha. Moreover, Starbucks provides food items that complement its beverages, such as pastries, sandwiches, salads, and snacks. These products are designed to appeal to different customer segments, such as health-conscious consumers, vegans, and gluten-free customers³.

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Effy Oz



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