



How Starbucks uses the marketing mix to achieve competitive advantages in the UK

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Seminar paper from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, Ashcroft International Business School Cambridge (Anglia Ruskin University), language: English, abstract: The aim of this paper is to analyse the way in which each element of Starbucks' marketing mix contributes to achieve sustainable competitive advantage in the UK market. In order to identify critical success factors, marketing elements will be examined and contrasted to competitors' approaches. Ever since the first coffee houses were opened in the late fourteen hundreds, they have been a gathering place for people to socialise and discuss business. Today, the possibilities of how and where to enjoy a cup of coffee are plentiful and Starbucks aims to set itself apart from other coffee houses by creating an experience around coffee, which caters to people's lifestyles. As a supplier of high-quality coffee, Starbucks has become one of the most recognised brands worldwide. The company's approach to doing business and its impressive success story set it apart from other companies and make it an interesting case for analysing retail marketing strategies.

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