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Corporation

(NASDAQ: SBUX)

Headquarters :

Seattle,

Washington, U.S.

Employees :

176,000 in 2008

Revenue for 2008

: US\$10.383

billion CEO :

Howard Schultz

(Founder of

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an international

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coffee supply chain founded in the year of 1971 in Seattle, Washington.

Jerry Baldwin, Zev Seigl and Gordon Bowker are the founder of the company.

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markets? 2. What forces in the industry environment might affect Tata Starbucks' choice of strategy? And what does an internal analysis tell us about this?

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75% of the  
coffee Starbucks  
purchased was  
Fair Trade  
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a goal of  
increasing that  
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