



Differentiation as the Key to Success. a Marketing Plan for Starbucks

Katharina Reinhard

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Seminar paper from the year 2015 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, University of King Juan Carlos, language: English, abstract: The present paper develops a marketing plan for Starbucks. The author begins this task by performing a marketing analysis including a Porters Five Forces-analysis of the retail coffee and snacks industry. He then proceeds with an external and internal analysis, examining competitors and social, economic and environmental trends as well as the companies own resources and current position. Following a SWOT-Analysis, different aspects of strategic and operational marketing are highlighted, among them the product itself, price, place, promotion, targeting and segmentation. Finally, implementation and control of the strategy are discussed and a conclusion is drawn.

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