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1. Introduction

- Foundation
- Name
- Logo

2. Activity

- Another production
- Environmental impact

3. Starbucks in Ukraine

- Reasons
- Standards

History

Activity

***Starbucks
in Ukraine***



...drip coffee
beans, tea,
coffee mugs...

History

Activity

Starbucks in Ukraine

Jerry Baldwin,
Zev Siegel,
Gordon Bawker



Howard Schulz



1971



GETTY IMAGES

History

Activity

*Starbucks
in Ukraine*



History

Activity

***Starbucks
in Ukraine***

HEAR
MUSIC.

THE VOICE OF MUSIC AT
STARBUCKS

Music
Movie
Books

History

Activity

***Starbucks
in Ukraine***



**1999-“Groun
d for your
Garden”**

History

Activity

***Starbucks
in Ukraine***

**Reasons, why there is no Starbucks
in Ukraine:**

- **Unstable economy**
- **No franchising**

History

Activity

***Starbucks
in Ukraine***

Customer Service

Excellence

Product Quality

Accessibility

Emerging Corporate

Responsibility

Financial Resources

Brand Recognition





**Thanks for
attention!**