



**Presented by  
Anna Iyudina  
ME-11**

# 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!**