



Transferência de Tecnologia e Conhecimento

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Departamento: N.a.

Inserção no Plano Curricular: 1º ano, 2º sem, obrigatória

Créditos/Horas de Contacto: 4ECTS; 30 horas T + 15 horas OT

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SWOT ANALYSIS – EXAMPLE 3



Lets now put all we have learned to perform a SWOT for STARBUCK'S

Strengths:

- Appeal to all levels and age of population
- We sell more than coffee, it is a way of life
- Based in different locations (neighborhood, professional areas, near school)
- Large net of stores in 35 different countries – large growth
- Provides a great part-time employment package
- Eco-friendly company
- Highly good quality raw materials
- Profitable company

Weaknesses

- Cannot meet all levels of population (McDonalds is competitor for lower level families) – coffee is expensive
- Not offer franchising, so it did not expand so much as it competitor McDonalds
- They offer other products such as cakes, soups and salads, but location near cheaper stores lowers the incomes from these other products
- Nearly 600 hundred stores just in US and some located across each other – overexpansion in some locations

Opportunities

- Major opportunity is the internationalization: many countries still don't have one or have a limited number of stores
- The brand is very strong and they are seen as leaders in coffee, so they can explore this easier entry route every time they open a new store
- Develop the concept of more than coffee, as this is unique
- New products and services development

Threats

- Its major competitors: McDonalds, Nestle, Dunkin Donuts – competitive price
- The home economy is a major source of instability in net income
- Exposure to raise in cost of materials

Source: http://www.toolkit.com/small_business_guide/