

Starbucks Investor Funding Elevator Pitch Deck



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Table of Contents



- 01 Company Overview
- 02 Challenges and Solution Offered by Starbucks
- 03 Underlying Magic
- 04 Starbucks Key Activities
- 05 Starbucks Menu
- 06 Starbucks Values
- 07 The Team
- 08 Starbucks Geographical Presence
- 09 Starbucks International Licensed Partners
- 10 Starbucks Strategic Priorities
- 11 Starbucks Technology Stack
- 12 Starbucks Value Proposition
- 13 Starbucks Business Model
- 14 Starbucks Revenue Model
- 15 Competitive Analysis
- 16 Starbucks Quarterly and Annual Revenue
- 17 Starbucks Market Cap History
- 18 Starbucks Website Traffic
- 19 Starbucks Acquisitions
- 20 Starbucks Investments
- 21 Starbucks Awards
- 22 Starbucks Reviews
- 23 Investment Ask



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Company Overview

Purpose of this slide is to show the overview of the company i.e., Starbucks along with other details such as company mission, company vision, sector, headquarters, total funding amount, company revenue, net income, employees etc.

Company Brief Overview

- › Starbucks Corporation is an American international coffeehouse and roastery reserve chain.
- › Starbucks owns and operates as a chain of coffee shop that sells salads, sandwiches, yogurt and fruits.
- › Starbucks also licenses its trademarks through licensed outlets, grocery and foodservice accounts, and other networks.
- › Add Text Here



General Information

Market Cap (Dec 2020): \$121 Billion
 Annual Revenue (FY 2020): \$23.518 Billion
 Profit (net income) (FY 2020): \$928 Million



Total Funding Amount
\$900M

→ Employees (est.) (Sept 2020) **349,000**

→ Ticker Symbol: SBUX

→ CEO: Kevin Johnson

→ Year Founded: 1971

→ Status: Public, Independent Company, NASDAQ, SBUX

→ Products & Services: Coffee, Handcrafted Beverages, Fresh food, Non-food items, Packed goods, Mugs and accessories, Gifts

→ Industries

○ Coffee

○ Food and Beverage

○ Hospitality

Mission

To inspire and nurture the human spirit – one person, one cup, and one neighborhood at a time.

Vision

To establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles while we grow.

Sector

Restaurants

Headquarters

Seattle, Washington
Seattle Metropolitan Area

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Challenges and Solution Offered by Starbucks

This slide shows the challenges that are faced by the customers and how the company (Starbucks) will provide solution to overcome the challenges.

Common Challenges Faced by Customers



Not having good menu options



Poor Ambience



Absence of Additional Facilities



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Solution Offered by Starbucks



Starbucks has a wide range of food options. Its menu includes variety of drinks, multiple food categories and at home coffee along with merchandise products such as cold cups, mugs, tumbler, water bottles etc.



Starbucks has made it easy for anyone to sit inside and stay. Starbucks offers a comfortable environment for customers such as nice couches rather than rock hard chairs. Most consumers know what to expect as they step through the heavy glass door, tiny green letters hanging overhead on the building's exterior.



Starbucks also provides additional services such as Free Wi-Fi, comfortable (and generally plentiful) seating space, toilets (even if you're not buying anything), socket points and more recently wireless charging docks for your phone.



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Starbucks Menu



Following slide provides information about the menu that is offered by Starbucks to its customers.

Drinks



Hot Coffees



Hot Teas



Hot Drinks



Frappuccino Blended Beverages



Cold Coffees



Iced Teas



Cold Drinks

At Home Coffee



Whole Bean



Verismo Pods

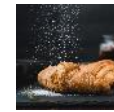


VIA Instant

Food



Hot Breakfast



Bakery



Lunch



Snacks & Sweets



Oatmeal & Yogurt

Merchandise



Cold Cups



Tumblers



Mugs



Water Bottles



Other



Borrow a cup Program

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- **Strategic priorities** are values that help you achieve your objectives.
- Priorities should be aligned with your organization's purpose, mission, and culture in order to achieve organisational success.
- Business requirements are the activities that a company does on a daily basis.



Starbucks Strategic Priorities

This slide provides information about the strategic priorities of Starbucks Global Operations, that aim towards a resource-positive future.

- Strategic Priority 1** Expanding plant-based options, migrating toward a more environmentally friendly menu.
- Strategic Priority 2** Shifting from single-use to reusable packaging.
- Strategic Priority 3** Investing in innovative and regenerative agricultural practices, reforestation, forest restoration and water replenishment in Starbucks supply chain.
- Strategic Priority 4** Innovating to develop more eco-friendly stores, operations, manufacturing and delivery.
- Strategic Priority 5** Add Strategic Priority Here



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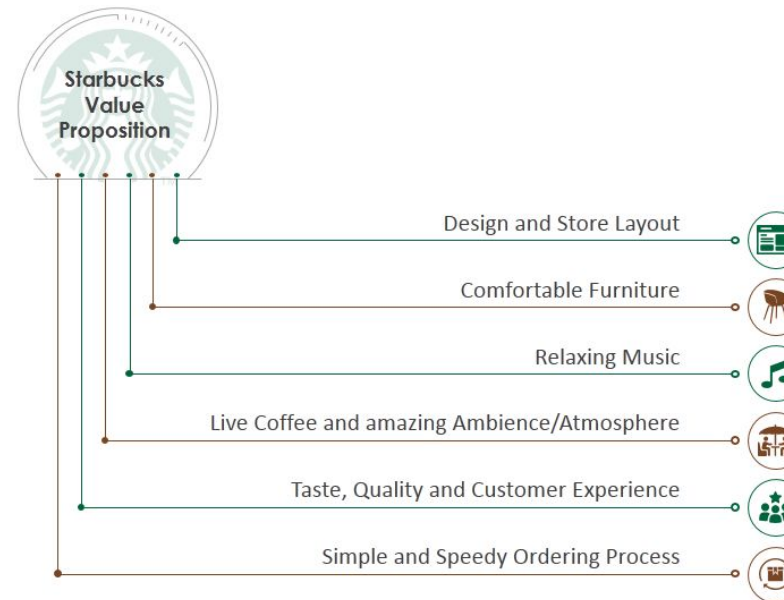


- A **value proposition** is a brief statement that explains why a customer would choose your product or service over others.
- It communicates the most obvious benefit that customers receive by doing business with you.



Starbucks Value Proposition

This slide provides information about the value proposition of Starbucks that is unique and leads to its success.



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A business model outlines how your company intends to make money. A business model, in general, explains four things:

- What a company's product or service will be.
- Its marketing strategy for that product or service.
- What kind of expenses will the company incur.
- How the company intends to make a profit.



Starbucks Business Model

Following slide illustrates information about company's well defined business model covering details about key partners, value propositions, key resources, customer segments, revenue streams, cost structure, customer relationships etc.

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> › Licensees and Franchisees › Subsidiaries (starbucks Coffee company, starbucks Entertainment, Ethos water, evolution fresh, hear music, La Boulange bakery, seattle's best coffee, tazo, Teavana, torrefazione italia) › Suppliers › Farmers › Retailers › Distributors › PepsiCo › BT openzone › T-Mobile › AT & T › Yahoo › Duracell Powermat › Apple (iTunes) › Add Text Here 	<ul style="list-style-type: none"> › Expansion to new markets and Products › Production Processes › Managing distribution to all retail locations › Starbucks markets its coffee through grocery stores › Food service customers › Markets books › Music › Film › Starbucks licenses its brand for other food and beverage products › Trainings as a franchisor › Agreements › Marketing › Add Text Here 	<ul style="list-style-type: none"> › Wake up and smell the coffee- starbucks is everywhere › The world's #1 specialty coffee retailer › "A real world ecosystem of wireless power" › Simplify and speed up ordering process › Taste › Quality › Customer experience › Relaxing music › Add Text Here 	<ul style="list-style-type: none"> › "Distinctive starbucks experience" › "Coffeehouse experience" › Free wifi internet access varies in different regions › Pay from your smartphone by just waving your phone off the scanner › Song of the day with iTunes › Social Media › High social media involvement › Add Text Here 	<ul style="list-style-type: none"> › Massive public › Coffee drinkers › Passers-by › Add Text Here
	Key Resources		Channels	
	<ul style="list-style-type: none"> › 25,000 coffee shops in 75 countries › More than 12,700 of its own shops › Coffee quality › Powermat charging surfaces in the tabletops › "Grounds for your garden" to make their business environmentally friendlier › Recycled paper › Farmer equity program › Fair-trade products › Mobile payment › Add Text Here 		<ul style="list-style-type: none"> › Coffee Shops › Grocery Stores › Warehouse Clubs › Specialty retailers › Foodservice customers › Starbucks card › Mobile order & Pay app › App store › Google play › Add text here 	
	Cost Structure	Revenue Streams		
	<ul style="list-style-type: none"> › Goods Costs › Farmers Compensations › Production › Distribution 	<ul style="list-style-type: none"> › Marketing › Facilities › Taxes › Add Text Here 	<ul style="list-style-type: none"> › Sales of food and beverages › Cross-selling › Licensing 	<ul style="list-style-type: none"> › Media Products and services › Add Text Here



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FAQs



What are the Starbucks policies?

- Starbucks prohibits any form of bribe or inducement from being offered, given, solicited, or received.
- There are serious consequences for engaging in this behaviour. Meals and entertainment may be offered or accepted by partners if they are reasonable and customary, appropriate, occur infrequently, and are not expensive.





Why is Starbucks so popular?

- Starbucks is popular because it provides a welcoming, ambient environment in which to enjoy its beverages.
- While a little pricey, Starbucks drinks provide affordable luxury from a well-known brand. The company's strategic digital strategy, limited edition drinks, and app add to its allure.

What is the significance of the name Starbucks?

- Terry came across "Starbo" while researching the names of mining camps on Mt. Rainier, one of the most well-known landmarks near Seattle, which eventually led the team back to where they'd started.
- The name of the first mate on the Pequod in "Moby-Dick" was, you guessed it, Starbuck. A brand was created.





How does Starbucks bring in customers?

- Promotion. Starbucks markets their products through a wide range of channels, including social media, TV spots, and advertisements.
- Their marketing mix is what makes their brand recognisable, and the consistent message that comes across every time is what sets them apart.



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