**Strengths**

 SWOT ANALYSIS FOR STARBUCKS 

Brand Name- Strong brand name and logo that is recognised around the world instantly

Atmosphere- Known to attract professionals, customers use for Wi-Fi and work

Supply Chain-Strong supply chain means top quality coffee products served to customers

Ethical practices- good for the environment, company known for good record in promoting fair trade

**Opportunities**

Promotion- Could look to appear in films/tv to increase brand recognition or promote awareness

Expansion-Brand name makes it easier to expand into new and emerging markets

Mobile shops- Opportunity to set up mobile stores beside busy workplaces, e.g. IFSC

**Weaknesses**

No customisation- People have different tastes but you cannot deviate from the set menu. Customers can have different tastes in different parts of the world

Premium Prices- High prices are charged in comparison to shops like Dunnes/Supervalu. This may squeeze out low income earners. Prices are not changed in different parts of the world

High staff turnover- High number of employees could be students who leave when they complete degrees in college

**Threats**

Competition- Brands such as Costa and Insomnia saturate the market and so can be difficult for Starbucks to gain total market share

Healthy Culture in 2022- High numbers of people prefer to exercise, some products are very high in calories which may turn off potential customers

Covid 19- Cost of implementing restrictions safely, uncertainty of restriction levels and effects this could have on the business