CASE QUESTION GUIDE

Case # 17: Tata Starbucks: A Brew for India?

Answer following questions using concepts and theories covered in class (Chapters 2, 3, 5, 6, and 7 i.e. Porter's Five Forces, Resource Based View, Value Chain, Business-level Strategies, Corporate level strategies, International Strategies) when you tackle following strategic questions.

Main focus: Chapters 7 – International Strategy

You are encouraged to go beyond the information provided in the case (library sources, recent news articles about the company) when drafting your strategic analysis.

Questions:

1. What forces in the industry environment might affect Starbucks' choice of strategy? **(Chapter 2)**
2. What is Starbucks' international strategy (refer to the four options we covered in class)? How do they approach the two opposing pressures of local adaptation vs. cost reduction? (**Chapter 7**)
3. What entry strategy has Starbucks used internationally in different markets as discussed in the case? (**Chapter 7 - entry modes**)
4. Should Tata Starbucks modify its international strategy for the Indian market? **(Chapter 7)**