

Marketing Strategy

Starbucks is the global market leader in mobile payment. They have more than eight million loyalty members, seven million mobile payment transactions each week and over \$4 billion loaded onto prepaid Starbucks Cards in North America in the past year alone, Starbucks offers the largest and most robust mobile ecosystem of any retailer in the world.

Starbucks is raising the bar for mobile commerce innovation with the launch of “**Mobile Order & Pay**” and food and beverage delivery. Starbucks introduced its fully-integrated Mobile Order & Pay platform – representing the most meaningful enhancement to the customer ordering experience since the company first introduced drive-thrus in 1994 – to customers in the Portland, Oregon area.

For the first time in 2015, Mobile Order & Pay will allow customers to place orders in advance of their visit, and to pick up their ready order at their preferred Starbucks store thus improving speed of service, enhancing customer loyalty and the customer experience, improving store operations and further extending Starbucks leadership position in mobile commerce and customer loyalty. The Portland launch will be followed by a national rollout of Mobile Order & Pay in 2015

This is expected to show a substantial rise in revenue and customer loyalty. As Starbucks are exposing their customers to the wonders of technology and mobile phones. They are expecting to gain in customers overall as their competitors are not seen to be taking advantage of recent technological advancements.

Thus linking to Starbucks’ international expansion. By introducing the expansion, the consumers worldwide have access to this new factor and have begun entering the rising e-commerce market. This is predicted to be extremely successful in relation to customer loyalty.

Finance 1

P+L account in appendices

Gross profit margin for 2013,14 and 15

Sept. 30, 2015	59.66%
June 30, 2015	59.97%
March 31, 2015	59.25%
Dec. 31, 2014	58.54%
Sept. 30, 2014	58.78%
June 30, 2014	58.80%
March 31, 2014	57.94%
Dec. 31, 2013	57.66%
Sept. 30, 2013	56.88%
June 30, 2013	57.23%