

## Abstract

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With the rapid development of China's economy, nurturing a huge potential for development of coffee consumption market, also become the foreign companies to compete for the object, according to Boston Consulting Group estimates that China will become the world's second largest consumer market by 2015, Based on this expectation for the Chinese consumer market development prospects, Starbucks company has positioned the Chinese market in the most important overseas markets outside of the US market. However, Starbucks as a foreign brand, need to face the the risk of acclimatized. Solve these future needs to face the problem, become the key to Starbucks's development of the Chinese market, but also for the future development of Chinese enterprises to provide a reference. Therefore, this article will through the research of domestic and international marketing strategy for Starbucks, on the marketing strategy of Starbucks in China are reviewed and analyzed. In this paper, on the basis of previous studies, taking Starbucks as an example, describes the status of its sales, to summarize its successful marketing strategies, so as to give personal suggestions for Starbucks in China may encounter problems, and put forward practical and feasible marketing strategy for merchants.

Keywords: Starbucks; The third space; SWOT; Experiential marketing; Word of mouth marketing; Differential marketing;