

STARBUCKS



- 1) Please prepare a quick financial overview about Starbucks from 2010 till 2020, including Key Financial and Non-Financial Indicators.
- 2) Please look at the following website

<https://stories.starbucks.com/press/2018/starbucks-2018-investor-conference/>

Please spot and evaluate the growth initiatives of Starbucks presented at the 2018 conference.

- 3) Look at the Annual Report of 2020:
https://materials.proxyvote.com/Approved/855244/20210108/AR_453039.PDF

Did the company live up to its expectations?
How did it get out of the Corona year 2020?

- 4) Look at the Proxy presentation:
https://materials.proxyvote.com/Approved/855244/20210108/OTHER_457202.PDF

What is Starbucks eager to communicate?

Total prep time: 60 minutes. Please prepare a presentation with up to four content slides. Use visualisations and storytelling with numbers instead of drowning your audience with tables. Each group will have up to five minutes for presentation.



EXERCISE

Performance Management

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