

Evaluation of Business Environment

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Introduction

This presentation seeks to address :

- ✓ The movement of Starbucks from America, Washington to Pakistan
 - ✓ The opportunities existing for Starbucks in Pakistan market
 - ✓ The challenges facing the operations of Starbucks in Pakistan
 - ✓ The key issues present in the Pakistan market
 - ✓ How to manage both the opportunities and challenges in the market
 - ✓ Some of the challenges likely to hinder the proposed recommendations in the market.



Existing opportunities in Pakistan



- ✓ Adoption of healthy lifestyles and living in Pakistan
- ✓ Social media presence
- ✓ Increased spending habits among consumers

How to exploit the existing opportunities in Pakistan

- ✓ Design healthy and quality products for the customers
- ✓ Engage its customers on social media platforms to carry out marketing and find relevant and useful information from the customers hence make informed decisions
- ✓ Offer high quality products



Key issues in Pakistan



- ✓ Large population
- ✓ Increased GDP growth rate
- ✓ Technology
- ✓ Political instabilities

Challenges facing Pakistan



- ✓ Political instability, wars and terrorism
- ✓ Stiff competition in the market
- ✓ Cultural beliefs and practices

How to manage the existing challenges in Pakistan

- ✓ Offer quality products to the customers in the Pakistan market
- ✓ Operate online stores and markets in Pakistan
- ✓ Manufacture products that agree to the social cultural beliefs of the Pakistan market.



Limitations of the recommendations

- ✓ Too many messages on social media platforms
- ✓ Ineffective logistics and delivery to its customers
- ✓ Low returns on the efforts



Conclusion

- ✓ Pakistan provides Starbucks with a wide range of opportunities
- ✓ However, each of the opportunity presented is susceptible to challenges and obstacles that are likely to sabotage the company's success.
- ✓ It is important that Starbucks should identify these challenges earlier enough and obtain a solution to each of the challenge being experienced.



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