

## Examen International Business Strategy: Starbucks Case

1. Why do you think is Starbucks using licensing to expand to the Japanese market? What are the benefits and drawbacks?
2. A popular way to analyse international expansion is the CAGE-framework, developed by Ghemawat. Use this framework to analyse Starbucks' international opportunities.
3. How is Starbucks creating value for its shareholders when expanding internationally?
4. Generally, there are four different international strategies described in literature. Which one is Starbucks pursuing and why?