

Bachelor thesis „The entrance of Starbucks Coffee Company into the Czech market in 2008-2009“ deals with Starbucks Coffee Company and its entrance into the market of the Czech Republic. Thesis is concerned with the description of Starbucks brand in general, its distinctive position among the others and its specific approach to marketing communication. First and foremost, the thesis is the description of its marketing and communication activities in the Czech Republic between years 2008 and 2009 and review of the communication techniques they were used for the entrance into the new country. The thesis also compares communication activities of Starbucks in the Czech Republic and foreign countries. Simultaneously, it describes the modern way of marketing communication including individual approach to customer, corporate social responsibility and use of new communication channels, which all Starbucks represents. The purpose of the bachelor thesis is to create a comprehensive file about Starbucks Coffee Company, its corporate strategy and culture and to describe the particular marketing procedures used by the company in global and local measure. It also proposes to find out if and how is Starbucks brand adapting the marketing communication patterns in foreign markets to correspond with a local customer standards and needs.