**Starbucks Expands Into Colombia**

**International expansion, franchise, culture, globalization**

Description: This video discusses Starbucks’ expansion into Colombia. Starbucks is likely to face some challenges in Colombia just like it has in other countries. For instance, Colombia considers itself to be the coffee capital of the world. This could be a tall order for Starbucks to fill. Yet there are definite advantages to expanding into Colombia. For instance, Starbucks is the largest buyer of Colombian coffee. Its presence may be seen as spurring even more economic development.

Please share your thoughts on the following issues as you watch a video discussing Starbucks’ expansion into Colombia. Starbucks is likely to face some challenges in Colombia just like it has in other countries, but there are definite advantages to expanding into Colombia. For instance, Starbucks is the largest buyer of Colombian coffee. *Use with:* [*https://www.youtube.com/watch?v=lQnhWjd4AHQ*](https://www.youtube.com/watch?v=lQnhWjd4AHQ)

1. Why was it such a change for Spanish coffee drinkers to get used to Starbucks?
2. What are some challenges Starbucks will likely face in Colombia? Do you think its reputation as “Coffee Capital of the World” will make it harder or easier for it to gain a following in the country?
3. Describe Starbucks’ expansion plans. What are the advantages of starting off small and testing a single store before expanding on a wide scale?
4. What could be some of the advantages of having Starbucks in Colombia? Has there been a lot of resistance from the population? Why or why not?
5. Does Starbucks generally take a globalization or customization approach to international expansion regarding its menu items?
6. What changes does Starbucks often make when expanding into a different culture?
7. How do the coffee drinking habits of Americans differ from Europeans? How is this reflected in Starbucks’ atmosphere?