**International Marketing**

**December 2023 Examination**

**Q.1. Starbucks certifies the first greener store in UK There were 35,711 thousand Starbucks stores worldwide in 2022. When looking at Starbucks stores by country the most Starbucks stores were located in the U.S., the company’s home nation. In 2022, there were more than 15 thousand Starbucks locations in the U.S. alone. In 2023 it opens its first GREEN STORE in the UK.**

**Why do you think Starbucks is emphasising on opening more green stores? Do you think this sustainability initiative of Starbucks will help in improving its brand image and make it more favoured brand or will help in company expansion? (10 Marks)**

**Ans:**

**Introduction:**

Starbucks, the globally famous coffeehouse chain, has long been a dominant force in the espresso industry, boasting thousands of shops globally. In 2023, the company completed a significant milestone by opening its first green save inside the United Kingdom. This strategic move aligns with Starbucks' commitment to sustainability and environmental responsibility. The global coffee giant's selection to emphasize green shops reflects a multifaceted approach to enhance its logo image and facilitate company expansion. This essay delves into the reasons behind Starbucks' emphasis on green shops, explores the concept and application of this sustainability initiative, and concludes with an assessment of

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**Q2. SOBHA Reality stands for luxurious living. In 1994 Shobha limited was founded to cater to the Indian real estate market and offer superior quality development and construction projects. SOBHA has established itself as a multinational real estate and construction group and is expanding its presence in the UAE with SOBHA Hartland Project in Dubai.**

**Explain the various internal and external environment factors that SOBHA reality would have analysed before entering the UAE market. (10 Marks)**

**Ans:**

**Introduction**

In 1994, SOBHA Limited was established in India to redefine the real estate sector by delivering superior-best development and construction tasks. Over the years, SOBHA has become a multinational actual estate and construction group, embodying costly living through its high-give-up studies. Expanding its horizons, SOBHA entered the UAE market, a significant step towards its international expansion, with the introduction of the SOBHA Hartland project in Dubai. This entry marked a strategic move into the competitive actual estate market of the United Arab Emirates.

 **Analyzing the External Environment**

**1. Market Analysis:**

**Q3. AZORTE: the go-to-destination for fashion forward customers in new India. India’s first fashion Neo Store. At every AZORTE store the customer can discover a unique shopping experience, enjoy the ease of tech-assisted shopping with smart trial rooms, scan & go with mobile, fashion discovery stations and self-checkout kiosks.**

**a. How is AZORTE marketing itself as being different from the regular apparel stores in operations? (5 marks)**

**Ans :**

**Introduction**

India, a vibrant and diverse nation, boasts a burgeoning fashion retail industry that mirrors its rich cultural tapestry. Over time, the Indian population has changed its shopping habits and preferences, resulting in a heightened call for style-ahead garb. Amidst this evolving panorama, AZORTE emerges as a trailblazer, promising an extraordinary retail experience. In a rustic where traditional garb shops have long been the norm, AZORTE introduces a

**b. Do you think AZORTE can be globally expanded and taken to countries like Pakistan, Nepal and Sri lanka? What according to you will be the best expansion model? (5 marks)**

**Ans :**

**Introduction**

Within the colorful landscape of Indian retail, AZORTE stands as a beacon of innovation and modernity, redefining the style shopping revels in. AZORTE isn't just another style shop but a paradigm shift in how customers engage with style. India, a rustic steeped in history and culture, is embracing a contemporary typing method, and AZORTE is at the forefront of this