1. What is the primary goal of the lesson discussed in the video?

a. To analyze Starbucks' financial performance
b. To apply the SWOT framework in practice
c. To discuss the history of Starbucks
d. To evaluate the coffee industry

2. According to the video, what is one of Starbucks' main strengths?

a. Low prices
b. Strong brand recognition
c. Customized products for every country
d. High employee turnover

3. What is mentioned as a weakness of Starbucks in the video?

a. Strong supply chain management
b. High employee turnover
c. Unique product offerings
d. Successful marketing strategies

4. Which opportunity is highlighted for Starbucks in the video?

a. Saturation of the American market
b. Partnerships with entertainment companies
c. Increasing prices of coffee
d. Decrease in global coffee demand

5. What is identified as a significant threat to Starbucks?

a. The quality of coffee
b. The preference for healthier lifestyle choices
c. Expansion into new markets
d. Strong customer loyalty

LIVEWORKSHEETS