

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