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I. Introduction

Fast food is very popular in developed countries, as well as in the developing countries. People can get the foods done more quickly with quality than in the normal restaurants. Moreover, people sometimes take fast food's places for relax or chatting with their friends. This report will talk about one global brand **(Starbucks)**, which is categorized as fast food, is beneficial to the culture in **Cambodia.**

a. Starbucks

According to Starbucks Company (n.d), the first store of Starbucks was opened in Seattle's Pike Place Market in 1971 in Washington (USA). In addition, at that time Starbucks was just a retailer of whole bean and ground coffee.



Howard Schultz first walked into Starbucks in 1982 as director of retail operations and marketing and he was a person, who convinced the founder of Starbucks to test the concept of the coffeehouse, which served coffee, not just retailer of the whole bean and ground coffee anymore (Starbucks Company, n.d). As a result, the experiment of opening the coffeehouse was successful

and Starbucks was started to offer the espresso beverages and the brewed coffee, which were made from Starbucks' coffee beans in 1985 (Starbucks Company, n.d). Moreover, he is a chairman and chief executive officer (CEO) of Starbucks (Starbucks Newsroom, n.d). However, Starbucks is counted as a fast food, which sells numerous of products such foods, coffee beans and specifically sells high quality of drinks like coffee, smoothies and chocolate. Starbucks' headquarters is in Seattle, Washington, United States. Talking about Starbucks' mission is **to inspire and nurture the human spirit – one person, on cup, and one neighborhood at a time.**

b. Define global brands

According to Dimofte, Johansson & Ronkainen (2008), global brands are more powerful and stronger than local or domestic brands and also larger than local brands. Furthermore, global brands are brands which are found in many countries across the globe that provide the same products, same quality, same strategy and running under the same name (Farias, 2015). Global brands are mostly popular and consume in the developing countries regarding to show or identify their merit or aspiration reasons (Dimofte, Johansson & Ronkainen, 2008 cited in Betra et al. 2008 & Holt, Quelch & Taylor, 2004); and similarly to Farias (2015) stated that there are more consumers on global brands in developing countries than in developed countries.

c. Starbucks is a global brand

Based on the definitions above, Starbucks is a global brand as it operates many stores across the world under the same name, logo and serves the same products. Moreover, Starbucks serves take away coffee's cups with the same shape and logo for every store in the world. Since Starbucks was offered brewed coffee and espresso beverages in 1985 until 2015, Starbucks has 22,519 stores in many countries in the globe, and by 2018, Starbucks commits to hire 10,00 opportunity youth (Starbucks Company, n.d). It is clearly defined that Starbucks is a global brand, which has standards for every particular thing like taste, quality and the look of the take away cup.

II. Cambodian culture prior to the introduction of the chosen product

Culture simply changes base on changing of the situations of society or generations. Cambodia is an ancient country in South-East Asia and faced with plenty of difference situations across the decades. Cambodia had been controlled by Pol Pot's regime between 1975 and 1979, which was a very bad regime that killed thousands of Cambodian's people. Just after Pol Pot's regime was finished in 1979, it clearly shows that at that time did not have any coffee store from

overseas and at that time people's culture was to find daily products for survival. On the other hand, Cambodian culture was Baksbat (Broken Courage) which effected to the people's emotional and willing to raise their ideas (Chhim, 2013). Moreover, mental and emotional difficulties are not good value behaviors for Cambodian culture because people embarrass to discuss with the family (Han et. al, 2012). Therefore, Cambodian had been followed what their elders or boss said because they did not want to face the worst situation once again in their life. Likewise, Cambodian culture was highly respect and gave value to parents and elders (Chhim, 2013) or, in other words, Cambodian culture looked like culture of hierarchy. As the elders or parents are the old generation and their perspective as well as their culture do not like western culture. Hence, these cultures are influenced to the young generations but they do not like it. Talking about the Cambodian politics' culture, Cambodia is a democracy, which has election and separate the power but because of the corruption, Cambodia has low power distance (St. John, 2005). It is good for franchise **Starbucks** into Cambodia because **Starbucks** just find someone who has high power in the government or society to protect its business.

III. The changes of culture to Cambodia and individuals

a. Cambodia

As Starbucks is a global company, it spreads up into multi-cultures and provides the standardization for every store (Crawford, 2000). So, Cambodian's culture is shifting to westernized culture and it attracts overseas brands to invest in Cambodia. These changes lead the economic of Cambodia gets better and better which is 16.778 USD billion in 2014 and 18.05 USD billion in 2015 (Worldbank, n.d). Furthermore, Cambodia is a developing country so the market is easy to get entry with many benefits. **Starbucks** enters into the international market by following the host country culture and environment (Qian & Xing, 2016). The old generation from the Pol Pot's regime is mostly gone so, nowadays' generation is called young generation that these people are willing to find some places which are modern and

western. Therefore, **Starbucks** was opened the first store in **Phnom Penh, Cambodia** by the end of 2015 (Starbucks Newsroom, 2015). Starbucks is successful in running business in **Phnom Penh, Cambodia** by Cambodian's teenagers who are the young generation, and now **Starbucks** has two (2) stores in **Phnom Penh, Cambodia**.

b. Individuals

Starbucks targets the customers who want a lifestyle, relaxation and large group of people (Qian & Xing, 2016). As some young generation in Cambodia is more likely to adapt with western culture like drinking coffee or smoothies with brand's name, especially the global brand, and they want to show their identity because brand's products are normally more expensive than normal or domestic products. Furthermore, some people just go to the coffeehouse for reduce stress or for relaxing or listening the nice music. Besides these groups, some people go to **Starbucks** for chatting with friends or discussing about the business because they might feel boring with their office and want to get new environment with a cup of tasty coffee or smoothies at **Starbucks**. Hence, these improve the communication skills and make the relationship between party and party closer and closer. According to Hyland, Sloan & Barnett (1998), on the other hand, changing culture is good for learning new skill and makes people have multi-skill. Hence, Cambodian's people will learn new standard skills and improve their abilities in workplaces as well as their financial issues. By supporting from the customers, **Starbucks** will hire more staffs, and it leads to the unemployment rate of Cambodia will decline.

IV. Examples of the product has been marketed in Cambodia

a. Facebook

Starbucks has its own Facebook's account, which is named "**Starbucks Cambodia**" with using its logo as a profile picture and two glasses of coffee as a cover picture. Via Facebook, **Starbucks Cambodia** posted the

information related to its products and sometimes asking for the customers' ideas. This means **Starbucks Cambodia** tries to get any comments from its supporters regarding to seek what they needs.

b. Website

Starbucks in Cambodia has its own website, which is www.starbucks.com.kh, shows about the locations, history and menu. In its menu have some products, which are all about beverage and tea, as **Starbucks** found that young Cambodian's people tend to buy drinks rather than food.

c. Locations

Starbucks' target market is demographics which is focus on young generation therefore, **Starbucks** has two (2) places which at ground floor at **Aeon Mall** (shopping center) in **Phnom Penh** and another one is at **Phnom Penh International Airport** in **Phnom Penh**. These two places are crowded which mean a lot of young generation goes there.

d. News

Whenever **Starbucks** has new products or event or charity, **Starbucks** usually posts in news such as newspaper, TV or magazine. It improves the level of reputation of **Starbucks**; and Cambodian's customers are more likely to buy brands' products with high reputation.

V. Conclusion

Starbucks is a retailer and coffeehouse, which sells numerous of products. It is a global brand that has 22,519 stores in the world under the same name and logo. It provides the same standardization such as taste, products, quality and shape of the take away cup. By looking at the adaption of Cambodian's young generation to western culture, first store of **Starbucks** opened in **Phnom Penh, Cambodia**, by the end of 2015 and the second store opened in **Phnom Penh** by the beginning of 2016. **Starbucks** provides many beneficial for both country and individuals such

as culture of learning new skill or multi-skill, improving country's economic, culture of improving the communication skill and helping people's financial problems. On the other hand, **Starbucks** uses some strategies to target the market such as via **Facebook** by posting thing and get feedback from the customers, via **Website** by showing the location and what products it sells, though **location** by choosing demographics like opening at the crowded places and make sure those places have a lot of young generations, and through **news** by posting on newspaper or TV when it has new products or something that can improve its reputation.

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