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## **IMPLEMENTATION OF MARKETING CONCEPTS FROM THE DEVELOPMENT OF A STARBUCKS CAFE**

We live in an amazing and wonderful time when progress goes on, every day we learn something new about our world. Thanks to this process, level and quality of our lives are growing every moment, therefore tastes and needs of consumers in the service industry, business style, and concepts of marketing, as an important part of the development and prosperity of a successful enterprise, are changing too.

The main word of our time is 'personality' and everyone tends to get something that will satisfy his personal needs. Our job, as future marketers, is not only keeping up with the times and analyzing the current state of the market, but also trying to stay ahead and anticipate future events, as our goal is to give customers what they need and satisfy their constantly growing needs.

For better understanding the changes of the marketing concepts, we decided to follow the example of their implementation of the most popular in the world cafe - Starbucks, which successfully develops and does not lose its title of an ideal place for relaxing between work and home, while taking the first place in the market.

Starbucks started out as an ordinary shop selling coffee beans and equipment for making it. According to Schultz, the head of stores, who has spearheaded the development of the network, he dreamed that Starbucks was in every state of America, on every corner, that it was not just a place to drink coffee but a coffee house with a special atmosphere, loved by everyone - a place between home and work. And now it is difficult to argue with the fact that he did it. Even a seemingly small change such as the location of a coffee shop in the space is an important detail for Starbucks. The main requirement when selecting areas is that the front door should look to the east or to the south, and never to the north, to let visitors enjoy sunshine, but the sun was not blinded.

A well-designed marketing movement followed Starbucks, making it a truly successful. Over 40 years marketing of Starbucks is constantly evolving, but the basic idea of comfort and relaxation of visitors remains unchanged.