



Three Wise Kangaroos

Video – answer key

1. How often does a new Starbucks coffee shop open in China?
Every 15 hours
2. When did Starbucks open its first coffee shop in Australia?
July 2000
3. What was the wrong assumption Starbucks made when opening their outlets in Australia?
They thought they could just roll out their business strategy without the need to adjust it.
4. What was wrong with the way Starbucks entered the Australian market?
It happened too rapidly and at multiple locations, they didn't give Aussies a chance to develop an appetite for their products, they opened everywhere, it was almost too available. It wasn't an organic growth.
5. How big a profit did Starbucks make during the first 7 years of their operation in Australia?
None. In fact they made a massive loss of \$105 million.
6. How popular is coffee in Australia?
Very popular. Australian is spoilt for choice when it comes to coffee. It's one of the biggest coffee markets in the world.
7. What has Australian coffee culture been shaped by?
Italian and Greek immigrants
8. How does the Australian coffee culture differ from the American one?
Americans see coffee as a commodity. It's a way to perk up in the morning and get your dose of caffeine. Australians see coffee as a social experience, a cafe is a meeting place, you know your local barista.
9. What were the two aspects of Starbucks coffee that put Australians off?
The high sugar content and the high price.
10. What made Gloria Jean's Cafe more successful than Starbucks in Australia?
They adapted the menu to suit the Australian consumer.
11. What was Starbucks going to do in Italy in 2018 to stand out from its competitors?
It was going to open a roastery to give the customers a chance to see coffee beans roasted and processed before their eyes
12. Who was Starbucks going to target as their customers when they made a come-back in Australia?
Tourists and international students

Vocabulary - useful collocations – answer key

1. To break into	c) a new market
2. To roll out	f) the same business model
3. To hang	a) by a thread
4. To be spoilt	g) for choice
5. To grow accustomed	d) to speciality menu items
6. To prevent	b) a downfall
7. To keep	e) the company afloat



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Now match the collocations with their meaning – answer key

1. To develop a liking for particular products	5. To grow accustomed to (speciality menu items)
2. To adopt the same business strategy	2. To roll out the same business model
3. To enter a new market	1. To break into a new market
4. To keep the company in business	7. To keep the company afloat
5. To stop sth from failing or falling	6. To prevent a downfall
6. To have many options to choose from	4. To be spoilt for choice
7. To be in a very difficult position, to be close to failure or death	3. To hang by a thread