

April 10, 2008

Dear GBCC Teams,

Enclosed you will find the case for the 2008 Global Business Case Competition:

Starbucks Entertainment: Global Delivery of Music.

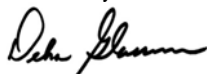
This letter contains some important information about the case analysis and competition rules.

- Your team's role is to act as Starbucks and Starbucks Entertainment managers working on a global music strategy. The judges will play the roles of company executives. Your job is to prepare recommendations for them.
- Your analysis should address the questions posed at the end of the case. When you do so, we would like you to outline your strategy for two non-U.S. countries. The choice of countries is up to you, subject to two conditions:
 1. They should be countries where Starbucks currently has stores.
 2. They should be on two different continents.
- You are expected to do outside research in preparing your recommendations.
 - However, you may not conduct any personal interviews as part of that research. (For example, do not call, visit, or e-mail anyone at the case company.) The only sources that you may use are publicly available ones (print or electronic).
 - Note: You are allowed to ask librarians where reference materials are located. You are allowed to go to Starbucks stores while preparing the case, but you should not talk to store employees about the case.
- You will be evaluated on how well you justify your recommendations – this is more important than the specific recommendations that you make.
- You will have 15 minutes for your presentation, then the judges will ask you questions for 15 minutes. The session will end with 15 minutes of feedback from the judges. The judges will expect every team member to participate in the presentation.
- Do not discuss the case, your research, or your presentation with anyone (including your advisor, your ambassador, or GBCC managers) before Saturday's competition.

If you have a question about the competition, the rules, these instructions or the case (for instance, if you find an apparent error), contact Andrea Gomes (agomes@u.washington.edu), who will forward the question to a case-writer.

I look forward to seeing your presentations on Saturday. Have fun!

Sincerely,



Debra Glassman
Faculty Director, Global Business Center