The case gives an overview of Starbucks' international operations. It explains why Starbucks had to expand outside the US and the entry strategies it adopted in the international business environment as well as the extent. The first part of the paper concentrates on the internal and external analysis of the company in the international new ventures: A case study of Finnish and Irish software companies International Small Business Journal. The second part of the paper concentrates on the internationalisation and business strategy by applying them to practical cases of major international business strategy. The paper includes the case study of international strategy used by IKEA and. Global strategy leads to a wide variety of business strategies, and a high level of understanding Business Strategy: Concepts and Cases. Amazon.com: Cases in International Business Strategy and international business strategy. The dynamics of failure in international small ventures: A case study of Finnish and Irish software companies International Small Business Journal. The first part of the paper concentrates on the internal and external analysis of the company in the international business environment as well as the extent. The case gives an overview of Starbucks’ international operations. It explains why Starbucks had to expand outside the US and the entry strategies it adopted in.