

Starbucks Széna tér

Key Buda location.



Client Objectives

Ever since they entered to the Hungarian market, Starbucks was striving to open a shop in a key Buda location as part of their market expansion strategy.

The difficulty was that available units were very limited in the most frequented areas. Nevertheless, thanks to our local "field team" experience we found the right solution.

Results

The limited market options pushed us to come up with a unique solution in order to allow for the opening of a coffee shop of the right size in the desired location, near Mammut shopping centre, Széna square. Adopting a pro-active approach, our team contacted the landlords of all the retail units located in the area, regardless if available for rent or not. As a result of our negotiations with several owners and the municipality, we identified two adjoining units that could be merged, allowing Starbucks to reach the right size unit.



Space

230 m² coffee shop
Széna tér,
Budapest



Industry

Coffee Shop



Success

Buda flagship shop
Unique solution

Starbucks is one of the best-known coffee shop chains in the world, which operates more than 20,000 coffee shops all over the globe. In Budapest, Starbucks has opened ten shops since 2010, but securing a top location in the Buda side represented a bigger challenge they expected.