

Company: Starbucks Corp (SBUX)

Sector: Consumer Cyclical

Starbucks Corp is the roaster, marketer and retailer of specialty coffee in the world, operating globally. It sells a variety of coffee and tea products. It sells goods and services under brands including Teavana, Tazo, and Seattle's Best Coffee.

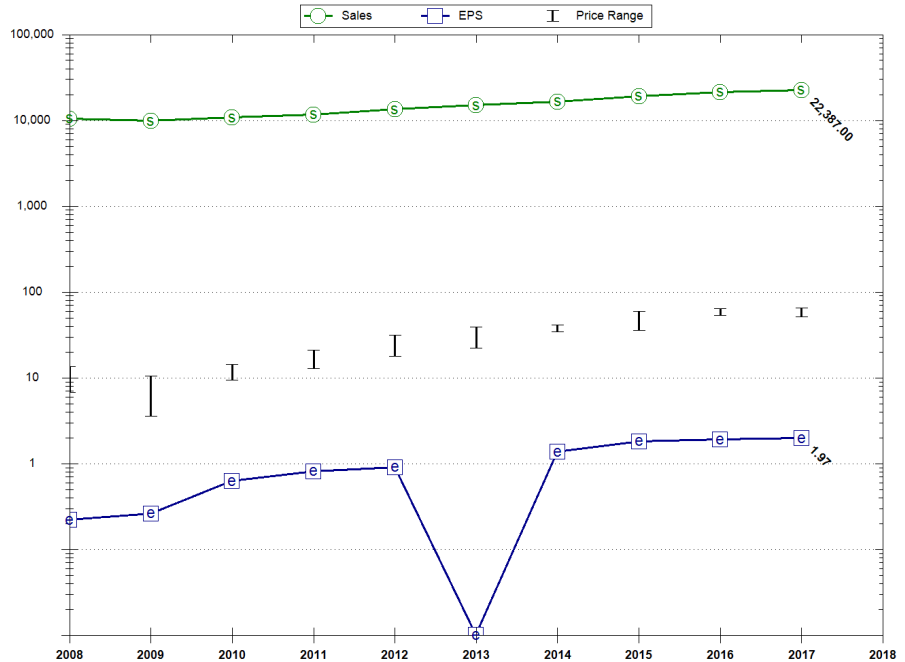
**Knowledge Is the Key to Successful Investing**

The core of the Better Investing system is this: Sales growth drives earnings growth, and earnings growth drives stock price.

Using the Stock Selection Guide (SSG), you'll forecast growth rates and determine the stock's potential high and low prices.

The SSG charts key data that helps you assess the quality and price of a particular stock.

Quality stocks will show sales (green line) and earnings (blue line) growing at a consistent, high rate. The vertical black bars record the corresponding stock price range for each year.



10-Year Sales Growth: 10.5%

10-Year Earnings Growth: 24.1%

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% Pre-Tax Profit on Sales										
2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	Last 5 Year Avg.
7.00%	9.12%	13.45%	15.22%	14.77%	17.15%	19.09%	18.65%	19.70%	19.97%	18.91%

% Earned on Equity										
2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	Last 5 Year Avg.
12.70%	12.68%	24.97%	27.57%	24.91%	0.13%	40.07%	46.15%	48.70%	48.68%	36.75%

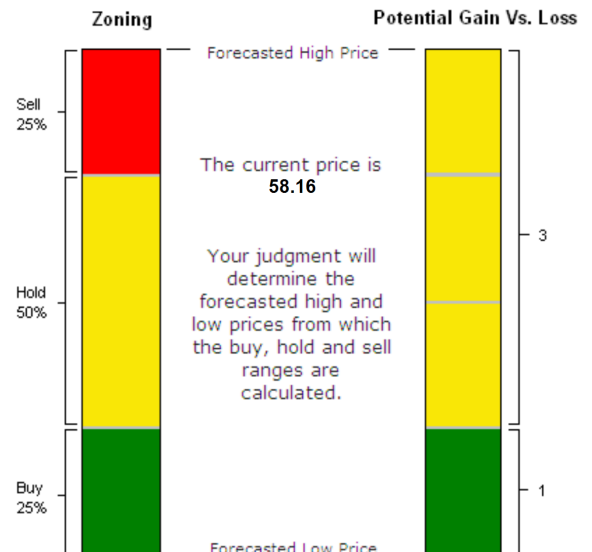
**Achieve Long-Term Investing Success**

The SSG helps identify high-quality, well-managed companies whose stocks are selling at reasonable prices. By investing in these companies for the long term, you increase your chances of investing success.

The SSG enables you to further rate a stock by studying the company's pre-tax profit on sales, and return on equity (above). Look for a stable or growing return.

The SSG will then show you whether the stock is reasonably priced (in the Buy zone) and whether it offers a suitable risk-reward ratio.

The SSG is part of an exclusive suite of wealth-building tools that help BetterInvesting members achieve long-term investing success.



*Disclaimer: We've generated this report using an automated program just to show how the tool works. You'll need to apply your own judgments before making any investment decision.*