

Starbucks went public in 1992. Over the next decade, sales grew an average of 20 percent per year, while profits grew an average of 30 percent yearly. As the company expanded overseas in the mid-1990s, its market share and profits continued to rise. Investors rewarded the stock by driving up the stock price.

Of course, every success produces competitors. Other coffee-shop chains have opened to try to capture some of the lucrative market. Also, Starbucks already has a large number of coffee shops in the U.S. (more than 11,000 in 2008). That means they are running out of places to open shops domestically.

Regardless of these issues, Starbucks continues to grow and impress. There is still plenty of room to expand overseas. Also, riding the strength of their brand, they now sell bottled coffee drinks, ice-cream, coffee beans, and other products. With so many revenue sources and ongoing expansion plans, the sky is the limit for Starbucks.