

Module Title: Problem Solving and Innovation

Assignment Title: A SWOT analysis of Starbucks 500 words

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Module Lead: Rhiannon Akers

Email: r.akers@uwtsd.ac.uk

Lecturer: Rhiannon Akers, Chris Rogers and Maria Heffernan

Student Name: Peter Pompa

Student Number: 2320763

Student Email: 2320763@student.uwtsd.ac.uk

Lecture Email: c.rogers@uwtsd.ac.uk

Title: Opportunities for Starbucks

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Opportunities for Starbucks

Expansion in Regional Markets and Store Formats

Starbucks has areas of growth in the UK by extending to regional towns and smaller cities since the company has not invested in those areas. At the same time, there is a vast customer base among people from large metropolitan areas, as well as some unattended towns and suburban areas. Further, other formats of stores like drive thru, smaller Express stores or Neighbourhood cafes can serve the local taste and convenience. But its post-Emil pandemic undergone transformations which also makes Starbucks use more suitable formats for mobile and remote employees in these regions (Sherpa, 2021).

Product Diversification with Health-Conscious and Seasonal Offerings

Starbucks also has a unique opportunity to attract more client base in the UK by offering the healthier and local seasonal menu. Thus, changing the 'Beverage Menu' by including substitutions such as plant-based milks, sunrise options, and low-energy snack options, Starbucks would be hitting or the inclined, vegan market within the UK. Cocoa and other specific local style drinks which would be more appealing for the specific season could also attract the customer in search of experience during such festive occasions in the United Kingdom. The kind of product differentiation seen not only targets current consumers but also attracts new consumers who have a particular diet (Sakal, 2018).

Growth of Digital and Delivery Platforms

The popularity of internet enabled transactions in the United Kingdom is an area of opportunity for Starbucks. Mobile application optimization implying additional services for personalization, increasing the number of bonuses and simplifying the process of ordering food can lead to growth of customers' attendance. That Starbucks could join collaborations with the food delivery services like Deliveroo and Uber Eats will make

Starbucks products easily available to customers who prefer home delivery. Starbucks might be able to take advantage of digital sales along with AI tailored marketing to increase Starbucks' online outreach effectively going beyond customer visits to Starbucks stores (Liu et al., 2022).

Partnerships and Collaborations

There are opportunities for Starbucks to expand its customer base and the range of its touch points beyond its outlets by selling coffee and related products through partnerships with UK retailers and supermarkets. It is also important for Starbucks partners with well known supermarket franchise like Tesco or Sainsbury and sell takeaway coffee beans and branded food products for customers to consume at home, thus enlarging the company's clientele base and brand penetration. In addition to co-branding with local UK partners offering new products such as co-branded products or regional menu options it can also make Starbucks more unique, thereby appealing to a wider group of consumers (Li and Sheng, 2023).

Innovation in Customer Experience

Starbucks has the ability to explore ways of evolving the shops layout to target customers seeking to find places to work or have a break. Therefore, creating even more comfortable places to sit, free Internet access, and electric outlets would appeal to the increasing number of telecommuters and freelancers who shop at a retail store. Besides, the use of technology such as the digital ordering kiosks, click-and-collect points and probably augmented reality (AR) to achieve the Starbucks app ordering experience could make customers' visit to Starbucks a technological experience worth embracing. Starbucks can thus, re-strategize on superior in-store environment to gain recognition as the ideal work study and social place in the UK (Sakal, 2018).

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