BAD EXAMPLE

Title: Case Study of Starbucks

Comment:

GOOD EXAMPLE

AN IMPACT OF USER INTERACTIONS IN SOCIAL MEDIA ON BRAND AWARENESS AND PURCHASE INTENTION: THE CASE OF STARBUCKS HONG KONG ON FACEBOOK

Comment:

BAD EXAMPLE

Background to Study

Starbucks is one of the really big coffee companies in the world and there are lots of them in Hong Kong. Lots of people like to buy coffee from Starbucks and drink Starbucks coffee. But in Hong Kong there are lots of other places where people can buy a cup of coffee and not just from Starbucks. And they also have food that you can buy and its not just coffee so you can buy food and coffee or tea and you can meet your friends and sit down in Starbucks. Or if you prefer you can buy the coffee and take it away with you and drink it where you want. Starbucks is very convenient.

I want to find out what is the corporate strategy of Starbucks and this is really important so that I can then find out what the strategy is and I can then tell the people that run Starbucks how to make their business grow bigger and better. It is a difficult time in the global economy and if I can help Starbucks then that will be a good thing for my research.

Comment:

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Aim and Research Objectives

The Aim of my study is to find out what the people like in Starbucks and to see if this will help the company with their corporate strategy. The Research Objectives are:

- To find out what the corporate strategy of Starbuck is
- To do a survey with Starbucks customers
- To analyse the survey
- To make recommendations to the management of Starbucks what they should do

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Initial Literature Review

Starbucks makes lots of money and it sometimes is good for it to give lots of people a job to work for Starbucks and the company also pays tax to the government which is good because the government can spend that money. But in the UK they sometimes don't want to pay any tax so Starbucks don't pay any tax.

In a book about corporate strategy called Corporate Strategy that was written by the author Stephen Wilkes in 1992 it says that it is important that a corporation has a strategy. Starbucks is a corporation so it should have a strategy.

And another book I read said that it could be good to use a SWOT analysis or a PEST analysis or you could use Michael Potters 5 forces model to see what the corporate strategy is. I could do this for the Starbucks corporation.

Sometimes when you look at Starbucks website on the Internet it can show you what the company is doing and it can show you things like where they will build new coffee shops or things like promotions so that you can get some money of when you buy a drink or if you buy a Starbucks card you can get some points. This is some of the strategies that they have and this is useful information to me for the literature review that I will have to write in my research.

I have also seen lots of people discussing Starbucks and Pacific Coffee in chatrooms and online discussions and the people say a lot of things about what food and coffees they like to buy in Starbucks and Pacific Coffee. This is important because Pacific Coffee is a competitor to Starbucks so I can write about this in my research.

I will also get books out of the library and I will search online for some journals because journals are good for the literature for my research.

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Initial Literature Review

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Research Methods

I will give 100 questionnaires to my friends because they will drink at Starbucks. I will ask them what they like to drink, what they like to eat, if it is too expensive for them to buy food and drink at Starbucks. Then I will look at the results and will analyse the information in some charts.

I think that it will be good to have some charts because this will show all of the information. Also I will have two charts, one for males and one for females as this will show what the males like and what the females like. This will be useful to me because it will help to show if the males like different things from females. I will also ask the people how old they are so that I can have charts for young people and old people.

It is good to use the questionnaire as it is easy to write one and I can hand it to my friends and they can answer the questions and hand it back to me. Also I can put the questionnaire online and lots more people can fill it in so maybe 200 people or more will fill it in if I do this.

Comment:

BAD EXAMPLE

References

Starbucks Website (No date). Starbucks.co.HK Stephen Wilkes 1992. Corporate Strategy.

Journal of Corporate Strategy (2001) Journal of Corporate Strategy, *Who pays for the coffee in your cup?* Volume 16, Number 1.

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