

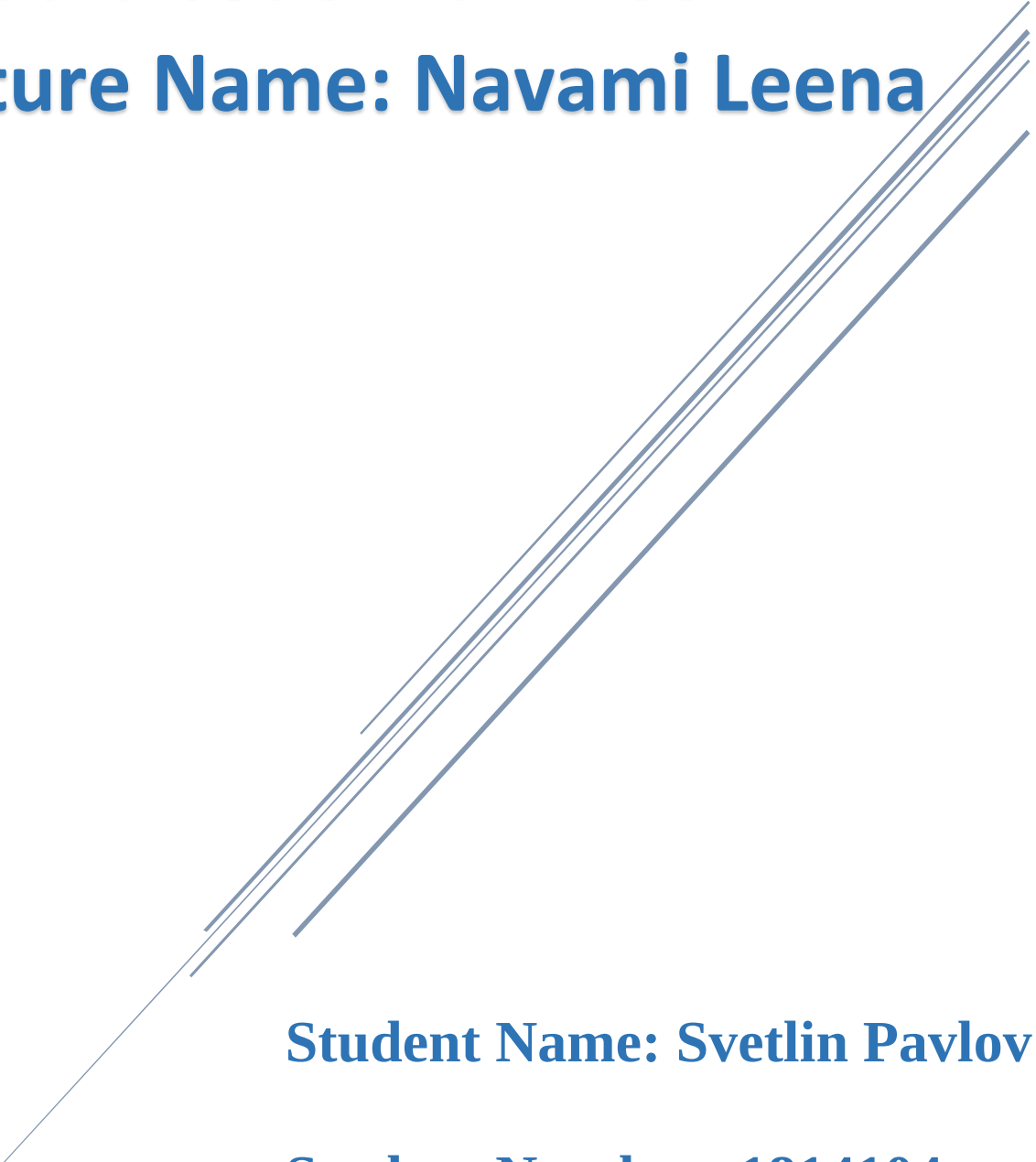
Assignment title: Starbucks

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Engagement

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Introduction

The coffee company- Starbucks is based in area of Seattle, Washington, they began operating in 1971, they initially started using only a single outlet which was based in market of Pike Place in Seattle, their operations have increased significantly over time, and they have become quite famous, they publicly began their work on June 26, 1992.

Mission Statement

The mission of Starbucks is to bring inspirations in people and develop human spirit, using one person, one neighbourhood, and one cup at a single time (Koch, 2019)

Goals and Values

The primary goal behind Starbucks' creation was to make such a company or a brand that is famous for its highest quality coffee. To sell this coffee not only in national markets but also in international markets as well, they have been using the highest quality beans used to make coffee and provide their customers with high grade and richly brewed coffee flavor such as espresso, etc.

They also offer pastries and similar food items. They use the website- www.starbucks.com, they use various forms of markets, both nationally and internationally and have successfully utilized United Airlines, Barnes & Noble, Marriott, etc.

The core values of the organization and its code of service revolve around customer satisfaction and enhancing the customer experience.

Training and Development

Training the people working at any company is not only essential but also highly beneficial for the company itself because trained employees will work more effectively, and they can do their jobs in a much better way. In a way that the company initially intended for them, they also feel more motivated because the company is helping them professionally groom themselves. However, companies must not put too much time on training, so much so that

it causes more problems for the company in terms of its project completions, etc. (Pone and Cordelier, 2019)

Training happens along with the development of the company and both usually yield quite good results for the company.

Representatives having gotten legitimate preparing will work with inward motivation and inspiration, and they will regularly feel as though they are a piece of the organization, they additionally are currently increasingly mindful of what the organization really needs them to do and how they should complete their errands, this can fundamentally spare the significant organization time alongside accounts (Pone and Cordelier, 2019).

If legal consideration is not taken for this, at that point representatives can work as indicated by their will and individual observation which may make more issues for the organization. In Starbucks, a training system came into effect, it used a 70/20/10 approach and has been created by the L&D leadership, employees learn 10 percent on their own through online means, and 20 percent can be gained through observation while 70 percent is the job of the company to provide training.

The personal sense of value can significantly be increased in employees by merely giving them enough training. It also creates positive workplaces. This is because many employees might feel grateful to the company for giving them training which they might never have gained on their own.

One particular development opportunity is that employees that are well trained perform well in their jobs which opens doors to a quick promotion and early career development.

Role of Employees in Starbucks

There is a whole culture that is associated with products of Starbucks, they have started with Coffee but have created a name for themselves, communication is the key behind the successes of Starbucks, and they communicate with customers as well as with students (Frostythe, 2019)

The people working at those companies are usually divided into groups and are assigned specific positions in the company. This preparation will not just make

their representatives progressively gainful and spurred to work however will likewise make them increasingly faithful to the organization, also that it drastically causes them expertly by prepping them for the market and upgrading their aptitudes. His allows the operations to happen because if the company has given proper job with full details and description to their employees, then this can significantly have a positive impact on their productivity, the positions in companies are diverse and usually include Duty Managers, Store Assistant Managers, Store Managers, etc. These people perform different jobs in the company.

Chosen Role

Different tasks are performed by management of Starbucks, and they usually communicate using their regional along with other corporate offices, the tasks performed by management are primarily dictated by the policies which are made with their concern. In the current scenario, my chosen role is the manager of Starbucks internal corporate operations.

Skills, Training, and Knowledge Needed

Training is essential for the employees, this type of training can easily be provided using staff management, these guys will provide the cadre with specific instructions related to their job and their positions in the company (Frostythe, 2019).

This preparation will not just make their representatives progressively gainful and spurred to work however will likewise make them increasingly faithful to the organization, also that it drastically causes them expertly by prepping them for the market and upgrading their aptitudes.

There are also ways through which communication can be improved among the employees of the company, in order to help make this better Star Tool is usually used, the management along with partners, etc. All of them benefit from this training provided to the employees. Communication skills are essential for communicating among employees as well as for the customers.

SWOT Analysis for Starbucks

<u>Strengths</u> • Brand Recognition • <u>Customer loyalty</u> • Employee Retention • Management Experience • Social responsibility	<u>Weaknesses</u> • Expensive products • Delayed Global expansion • Over Saturation • Self-cannibalization
<u>Opportunities</u> • Expansion into new market • Economies of Scale • Expansion of <u>Product Offerings</u> • New distribution channels	<u>Threats</u> • Increased competition • Changing consumer tastes and preferences • Price instability in the coffee market

‘PESTLE’ Analysis for Starbucks Company

Political:

The coffee beans are produced at farms, and these farmers are under heavy taxation, this means that if companies like Starbucks want to buy these beans, then they will also pay high prices, if taxation is changed in such countries then this effect will reach the customer eventually.

If there are any issues with trade, then that would mean Starbucks’ exporting as well as importing will get affected through this. Inconsistency can occur in equity in cases where high tariffs are applied by the government (Koch, 2019); this can often create problems with bargains and might turn them into rip-offs.

If the countries from where Starbucks is getting its beans undergo tax reforms, and taxes are reduced, then this will directly benefit Starbucks, this can eventually reduce the prices for end users.

Economic:

Sales can drop in cases where the interest rate is getting high. Starbucks gets affected along with its suppliers. Their expansion plans will also directly suffer, and this can create a price hike in a mortgage. This can create problems for the company because the ordinary user might not be able to afford high-end brands like this. Growth also directly affects how sales will be doing in a particular country, if growth is not right then customers will become financially unstable. This can create other related problems like losing confidence by customers.

Competition in the market can also have effects on how the sales of Starbucks will do in a particular area. If that place has many such brands offering more products and with reduced prices (Koch, 2019), then through such competition, the company can suffer low sales. The coffee market has gone global, and this has reduced the earning of farmers associated with this business, if earning is reduced then farmers might not feel like indulging in this business anymore and might turn to other sources of income.

Social:

If a particular area in any country is distributing income more liberally then this could mean that it can have benefits for Starbucks, and they should take advantage of this, since the coffee offered by Starbucks is high end and is often considered a luxury product, if outlets are opened in income affluent areas then sales will automatically improve (Purkayastha et al., 2019)

If Starbucks chooses an area with low income and where people are not known for their artistry, then this would not only create problems of customers. It will also do not allow them to hire people who want actually to work with them and this will severely affect the productivity of Starbucks. Along with this, the company must also make sure that it is providing facilities to the people working there meaning, the facility of pick & drop should be given because this will automatically make employees more punctual.

Technological:

If updated technological advancements related to the business are being used in Starbucks, then that would mean that the company will benefit from this, things like machines used to make coffee, etc. (Koch, 2019).

Are the things which are generally used in companies of such nature and it not only helps them increase efficiency. This also reduces human workforce requirements in the company, if the company is looking at upgrades related with software for such purposes which can help their company and they also have an online standing then that would mean that they can take their business to the next level.

R&D is every company's requirement and having the right research department can mean that the company will receive new updates about how to do successful business

Starbucks has the finances for it; they also always keep improving their websites etc. This helps them attract more customers. It is because technology has changed almost everything about the corporate world. Companies who are using technologies like the Internet and are using new methods of communication then that means that these will help them increase their productivity and profits.

Starbucks has taken the technological advancements in view and introduced Starbucks Mobile Order and Pay system. Through it, users can order from their mobile before ordering in the store. It has also introduced Starbucks Rewards.

Legal:

If Starbucks has no idea about how trading is used legally in different countries, then that could mean they will suffer. Then if such laws are not in their favor and them open outlets despite this, there are diverse tariffs that have to be paid in most countries, and this also needs to be understood like other similar laws like employment laws, etc.

Along with religious significance must be learned about a new country before trying to do business there, wages, etc. Are mostly dependent on the country's

economic conditions and have direct implications for the company (Dalton and Thatcher, 2019)

There are locally made regulations which are used when shops are built or purchased sites are being changed, law and Starbucks can often protect land must make sure that the land they choose for their operations is legal, and they can legally buy or rent it.

Starbucks also ensures that it takes care of specific laws while ensuring that the operations are run smoothly. One law which it follows is the United Kingdom Labour Law. It strictly follows all the contents of the employment act of 1963. It also has adopted the National Minimum Wage Act 1998. The Employment Rights Act of 1996 is also taken into consideration by Starbucks.

Environmental:

There are certain environmental risks associated with every business, for Starbucks their customers can often cause such problems because they used cups, etc. Have to be taken care of, preferably the company should have cups made out of biodegradable material because they are not harmful to the environment. Along with this, there are specific legal implications as well because the government of a country can stop Starbucks from opening outlets in particular areas if an opening would mean adverse effects for the surrounding environment (Kay, 2019)

If wastage is not disposed correctly of then this does not only pollute the environment, but many countries usually adopt quite strict rules regarding the protection of the environment and Starbucks can run into serious legal trouble in most cases, they should make themselves familiar with groups like Friends of Earth & Greenpeace, etc.

Conclusion

Customer satisfaction is held quite highly at Starbucks, their coffee and anything else that they prepare is solely for the satisfaction of their customers, Starbucks does not just provide them with a drink but also creates a whole environment for them, and they have a full name behind their coffees.

It can be said that the coffee offered by Starbucks, although quite high end, does not include a magic ingredient. However, the reason as to why customers come to them is because they have associated coffee drinking with their name and provide customers with a unique experience of drinking coffee, many customers come for this experience alone and not necessarily for the coffee itself.

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CPD Plan

Name:	Covering the period from:	
	To:	

What do I want/need to learn?	What will I do to achieve this?	What resources or support will I need?	What will my success criteria be?	Target dates for review and completion
I want to reach a electrical engineer in 10 level	I will go to a course for electrical engineer "Premier Electrical course"	Financy support from my company	I will able to manage my company better and be more qualified and more trust from clients	End of august 2021
			gain more trust from the clients & you gain more specific jobs	