

LEVEL/ LEFEL 4

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ASSIGNMENT TOPIC: Starbucks Company

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Introduction:

Since 1971, Starbucks Coffee Company has been committed to morally sourcing and simmering high-quality arabica coffee. Nowadays, with stores around the globe, the Company is the head roaster and retailer of forte coffee within the world. Through our unflinching commitment to brilliance and our directing standards, we bring the special Starbucks Involvement to life for each customer through every cup.

The centre capability of Starbucks has been its capacity to successfully use their foundation item by offering a top notch blend of great coffee. The brand value of Starbucks is based on selling the best quality espresso and related items, and by giving every client a remarkable "Starbucks Experience", which comes from incomparable client care, spotless and all around kept up ambience (Roll, 2017). The stores mirror great networking with a high level of client steadfastness coupled with a clique following. Its other centre ability is its human asset to the brand's decisive qualities. Their methodology for building solid inner and outer associations with providers drives fruitful spreading of their business methodology. Coordination is achieved through brilliant acquisitions and unions that keep up their drawn-out key goal being among the generally perceived in the industry.

An atmosphere such as this creates conducive space for employees to exercise well channeled growth, self-reflexivity and evens the ground for fostering transferable skills. This takes the community engagement of the brand a long way. This paper discusses the organizational setting of Starbucks accompanied by self-management and development that can be achieved by the employees in the proposed setting. It brings "Praxis" to life and discusses creative thinking models to help individuals understand and solve problems better. (Loureiro, 2018)

The Starbucks corporation has cemented its name into the market with years of consistency and dependable service. One of the key factors that make a Starbucks employee so competent is that any employee you approach will have a profound knowledge of all the good in the store and will be able to guide you with anything that you may need help with (Ranjay Gulati, 2020).

This results in a high level of customer satisfaction that has been reflected in the Forbes report from 2013 which ranks Starbucks as the 91st best plays for employees to work, featuring in their top one hundred.

The pivotal element of a Starbucks setting that sets them aside from other coffee houses is the way their store is organized. Instead of being just a brief to the point coffee house, Starbucks creates an environment that makes up for the prestigious 'Starbucks Experience'

This setting is a unique blend of the organization as well as aesthetic thereby fulfilling all the requirements of an organizational setting for an aspiring employee. Being in in this kind of a setting

helps the employee gain finesse in many a skill. These skills are essential or one not only inside the Starbucks coffee house but also in their daily life. For example, the alertness that one requires in their everyday work which is needed in carefully managing the stock content while being hospitable to customers whilst being dexterous in your job and knowing how to whip up any beverage in a matter of minutes can be an excellent form of handling high-pressure situations and having the ability to multi-task in the corporate world. (Mohammed, 2018)

These kinds of transferable skills are a glimpse into the entire profile of a Starbucks employee. This work consists of many high level jobs both physical and mental which are applied in the right manner throughout the day. An average Starbucks employee will never be seen idle or loafing around and more that matter, they don't even sit behind the counter. Their legs are in constant harmony with their body as they glide from one place to another. Doing so is a complex job that is made to look easy with an ever-present smile on their face. Once having taken down an order, the Starbucks employee carefully notes down the customer's name, takes the beverage cup or mug to the station where he or she proceeds to make a customized beverage for the client in a matter of minutes. This high level of efficiency is achieved through rigorous training and practice (MARK, 2020).

Delivering a completely customized beverage in next to no time is something that requires a high level of mental awareness as even big corporate companies take a good amount of time when it comes to delivering customized goods. A Starbucks employee not only learns to perform these actions repeatedly with consistency but also undergoes a high level of evaluation from time to time which further hones their skills and makes them even better at their jobs. The reflective evaluation consists of observing the actions and taking into account the time taken to do a wide array of tasks while each task is also separately taken into consideration before being considered as a whole. This then results in performance analysis of their job wherein their work is analysed and instead of simply telling the employee to work better, small changes are made to the work environment in order to maintain a high level of work output while maintaining a good level of input. From time to time, changes will be made to where things are kept and calculations will be made to see which are the most ordered items. Then there is a systematic re stocking followed by laying out a better shelf where items that are needed more often are kept in close proximity in order to achieve a higher level of output in a very low time ("Starbucks a Strategic Analysis", 2020).

The Praxis of the Starbucks style is centred around forming an adaptable work environment that can pioneer working styles by changing the way in which work is approached altogether. This means having the correct cognitive as well as a physical approach to a task and understanding how to do the task better over a period of time while maintaining a high level of quality ("Starbucks a Strategic

Analysis", 2020). This style is very useful for every employee as they can use these methods in the corporate world and through their acquired knowledge, management skills and trained efficient ways they have the ability to rise up in the worst of situations. Being on their toes at all time, they learn to be active in a workspace and can be more industrious than others around them.

Being an employee at a global franchise like Starbucks is much more than being an everyday Barista at your neighbourhood coffee shop. Most people consider being a barista at a coffee house as a dull and boring job but being a part of the Starbucks multinational conglomerate means that you are their representative. Quite literally, being employed at Starbucks is being hired to be the face of Starbucks and this job is filled with challenges and rewards. One of the first things that you understand as a Starbucks employee is that when you work in a high end coffee house like Starbucks, you have to be a self-sufficient maestro who knows his/her coffee house at the back of their hand. Shortly after your training is complete, it is suggested that you take some time and familiarize yourself with the place. There's an aesthetic to the way the seating is arranged every day. The beautiful wood furniture is arranged in the most creative ways with the help of the fellow employees in such a way that it just fits right in. Nobody wants to come to a coffee house full of clutter and as a result, you want your furniture to be arranged in groups with spaces in between. Your coffee house is now welcoming for all sorts of groups of people and of course, the lone wolves who like to come to their favourite coffee house to work In peace (MARK, 2020)

This peace is maintained very well by you and your fellow employees throughout the day and the best way to do that and be hospitable is by greeting your customers with a smile. Having a smile is not an obligatory task at Starbucks, but is rather a feeling on your face that says it all. Being as Starbucks is relaxing and you know that since the coffee house has been perfectly arranged so that customers can just come and sink into the Starbucks world of bliss.

Getting grinding is the status quo of pretty much any job around you but at Starbucks, you are encouraged to find a rhythm to your moves. From taking an order from your customer to moving across to making their favourite beverage and remembering just at the right time to take out their selected meal which is heated to a perfect temperature; not too hot to burn their tongue but hot enough to refresh them. Serving a Starbucks order is much more than just serving food and beverages on a plate. It is crafting the desired meal with love and goodness and most importantly that friendly call from the counter that notifies them wherever they are. There might be a few slip-ups but we try our best to never note down the incorrect customer name or to misspell it (Lauchlan, 2020).

Being an employee at Starbucks means that you keep servicing your coffee house for people from time to time. It's always a good idea to take a stroll down your haven and check out if everything is going right. Your customers might want to give you feedback that they were too shy to tell you and hence it is always a good idea to ask your customers whether or not they have enjoyed their order. It is also the responsibility of each employee to make sure that the coffee house is running smoothly at all times and it might be a good idea to watch out for coffee stains on upholstery and tables. After all, our customers too, are only human. Maintaining your coffee house is perhaps even more important than simply arranging it pleasingly once and it teaches you to strive to keep things consistent. That is what sets us a class apart from other coffee houses at the end of the day. A never-dying spirit to keep things in the best possible way.

Your Starbucks experience will indubitably be like no other. There are various challenges every day that prepare you for the real world out there. Take, for instance, hospitality; Your experience as a Starbucks employee teaches you to not only respect and value your customers but also helps you understand how to establish a good rapport with pretty much everyone in next to no time at all. This is something most people want to be able to do in today's corporate world and being liked by everyone can only go on to increase your value. Self- management is something that is key to your experience as a Starbucks employee as well. Being with your group, you learn to tackle all sorts of problems that will test you time and again. At most times, you are seldom prepared for certain situations (Starbucks, 2020).

Say, for example, there's an eight o'clock rush in the morning and you realize that you have run out of cocoa powder and there won't be a restocking until at least early evening. These kinds of daunting situations can seem scary but with time, you learn to tackle pretty much anything that comes your way. This helps you to relax in situations and to never crack under pressure. Being a Starbucks employee has never been a question of being perfect all the time but rather, it is the art of getting better and more dexterous at what you do every day. By the end of your journey, you will be a multi-tasking coffee making management ninja who can do anything if you set your mind to it. Humans when faced with challenging tasks and unprecedented situations on a daily basis, can actively apply their mind then and learn to be able to be efficient and anything and everything. Doing this consistently is proof that you are read not only to tackle a bunch of situation but are ready to take on any situation thrown at you. These qualities transcend onto you as a person and help you for years to come (Dostál, 2020).

In Conclusion, I can say that employees are assets for the company. A strong team needs individuals who are dedicated to giving their best work. Highly self-motivation, committed, ambitious employees give the most to their company and get the most from their work. But if there is lacking of employees

motivation in the work place the effect can be dramatic. So, employee motivation is very necessary to get the profitable results.

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