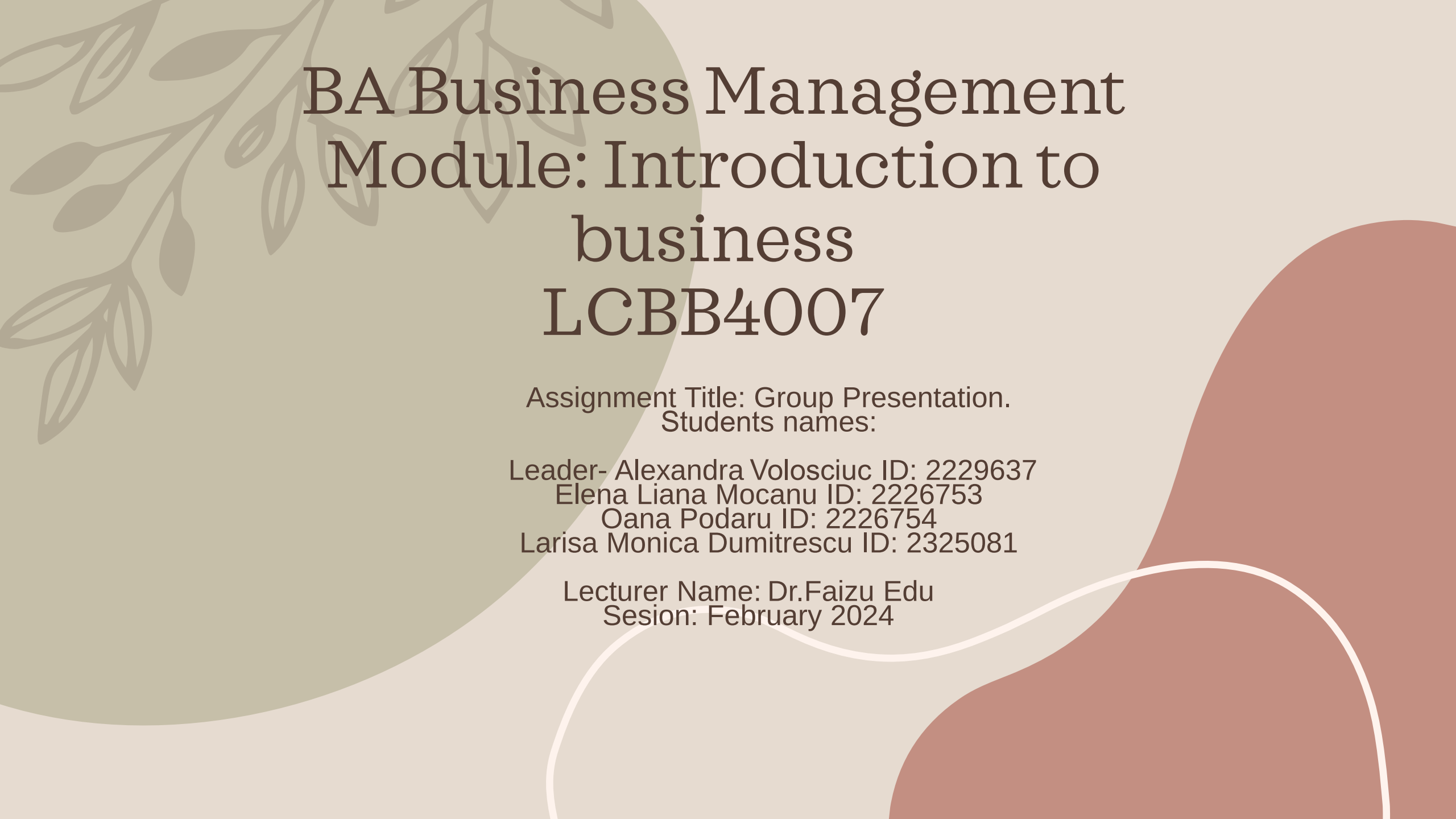




# BA Business Management Module: Introduction to business LCBB4007

Assignment Title: Group Presentation.  
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# INTRODUCTION

- Founded in 1971 in Seattle, Washington, by Jerry Baldwin, Zev Siegl, and Gordon Bowker.
- Starbucks Corporation is an American multinational chain of coffeehouses and roastery reserves.
- It is renowned for its quality coffee, inviting atmosphere, and commitment to social responsibility.
- With over 38,000 stores worldwide, and 402,000 employees (Forbes, 2024), Starbucks has become a global icon in the coffee industry.



# THE ORGANISATION STRUCTURE, SIZE, AND FUNCTIONS

## Global Presence:

Presence in over 80 countries with more than 38,000 stores.

Continuously expanding its footprint, reaching new markets.



## Digital Innovation:

Pioneering digital experiences through the Starbucks mobile app. Loyalty program, mobile ordering, and payment options enhance customer convenience.

## Product Diversity:

Offers a wide range of beverages including coffee, tea, pastries, and snacks. Constantly innovating with new flavors and seasonal offerings.

## Social Responsibility:

Committed to ethical sourcing, supporting farmers, and environmental sustainability. Initiatives include community service, youth programs, and ethical sourcing practices.

## Brand Loyalty:

Strong brand recognition and loyalty among customers worldwide. Continuously engaging with customers through social media and loyalty programs.

# Starbucks Organisational Structure

## Brief Description:

- ❖ Board of Directors:  
Oversees governance and major decisions.
- ❖ Executive Leadership:  
CEO and top management responsible for day-to-day operations.

## Divisions:

- ❖ Retail Operations
- ❖ Supply Chain Management
- ❖ Marketing and Branding
- ❖ Product Development and Innovation
- ❖ Human Resources



# SIZE AND FUNCTIONS



## Size:

- ❑ Over 32,000 stores worldwide (as of 2021).
- ❑ Presence in over 80 countries.
- ❑ Hundreds of thousands of employees.

## Key Functions:

- ❑ Coffee Sales: Espresso, brewed coffee, specialty beverages, and packaged coffee.
- ❑ Food Sales: Pastries, sandwiches, salads, snacks.
- ❑ Retail Merchandise: Mugs, tumblers, accessories.
- ❑ Customer Experience: Focus on service and ambiance.
- ❑ Social Responsibility: Ethical sourcing, sustainability, community engagement.

# SWOT Analysis of Starbucks

**STRENGTHS:** STARBUCKS' STRONG BRAND RECOGNITION, EXTENSIVE GLOBAL PRESENCE, INNOVATIVE PRODUCT OFFERINGS, AND EFFECTIVE CUSTOMER LOYALTY PROGRAMS.

**OPPORTUNITIES:** EXPANSION INTO EMERGING MARKETS, DIGITALIZATION, SUSTAINABILITY INITIATIVES.



**WEAKNESSES:** DEPENDENCE ON A FEW KEY MARKETS, VULNERABILITY TO FLUCTUATIONS IN COFFEE PRICES, AND LIMITED PRODUCT DIVERSIFICATION COMPARED TO COMPETITORS.

**THREATS:** INTENSE COMPETITION, ECONOMIC DOWNTURNS, CHANGING CONSUMER PREFERENCES.

(Hasanova, 2020)

# PESTLE Analysis



## POLITICAL

- Impact of government policies on Starbucks' operations, such as taxation and trade regulations.
- Political stability in key markets

## ECONOMIC

- Economic conditions affecting consumer spending on coffee.
- Currency fluctuations impacting international operations and profitability.

(Foodbusinessnews, 2023)

## SOCIAL

- Trends in coffee consumption habits and preferences.
- Cultural differences influencing customer behavior and product demand.



# PESTLE Analysis

## TECHNOLOGICAL

- Integration of technology for mobile ordering and payment.
- Utilization of data analytics for personalized marketing and customer insights.



## LEGAL

- Compliance with labor laws and regulations in various countries.
- Intellectual property protection for brand and product innovations.



## ENVIRONMENTAL

- Sustainability efforts in sourcing coffee beans and reducing environmental footprint.
- Adapting to climate change and its impact on coffee production regions.

# THE COMPANY STAKEHOLDERS

Stakeholders are individuals or groups that have an interest in a company's activities, performance and profitability.

(Enquist, 2011)

Starbucks is owned by its shareholders, as it is a publicly-traded company. The company has more than 1,500 institutional shareholders.

(Hongdiyanto, 2016)



# SHAREHOLDERS

Starbucks aims to maximise shareholder value through growth and profitability and recognises the importance of its stakeholders. By addressing the needs and concerns of shareholders, customers, employees, suppliers, communities, and regulatory bodies, Starbucks aims to sustain its success while making a positive impact.

(Gozdan,2016)



# Conclusion

Starbucks stands at the forefront of the coffee industry, blending innovation with tradition to create a unique experience for customers worldwide.

Studying Starbucks has been an enlightening experience. It's clear that their success is built on a blend of quality, innovation, and social responsibility. As a students, we've gained valuable insights into how businesses can thrive by understanding their internal strengths, external influences, and stakeholder relationships. We are excited to apply these lessons to our own future projects .

Thank you for the opportunity to explore Starbucks together.

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# Thank you

We welcome any questions or comments you may have.