

Digital Skills and Research Methods
Module : BMSW4003

Introduction



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Digital Skills and Research Methods

Module : BMSW4003



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Table of Contents



Background of the
organisation

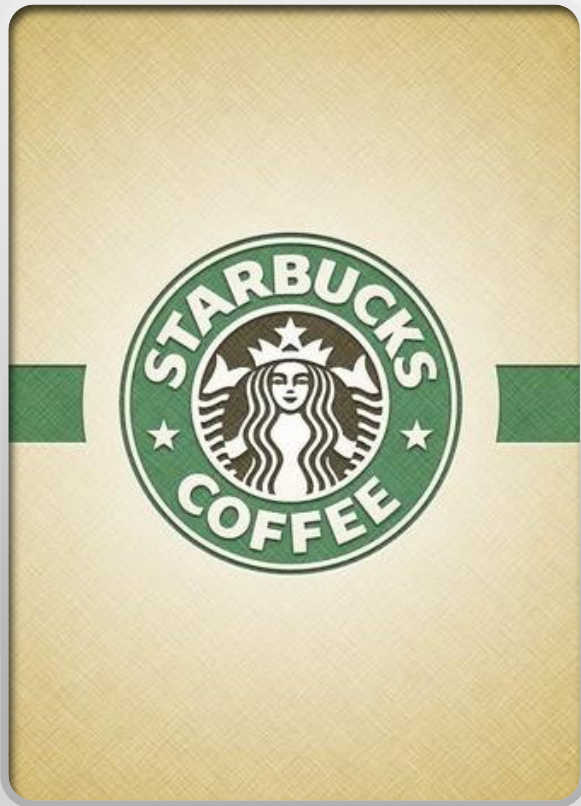
References

Background of the organisation



- The story of Starbucks begins in 1971 with Jerry Baldwin, Gordon Bowker, and Zev Siegl .
- They borrowed some money and invested to open their first store named Starbucks in Seattle's Pike Place Market as a coffee bean store.

Background of the organisation



Big inspiration for the founders was Alfred Peet .

Alfre Peet is a Dutch immigrant who importing fine arabica coffee into United States during 1950.

His success encouraged the Starbucks founders on selling high quality coffee beans and equipment's.

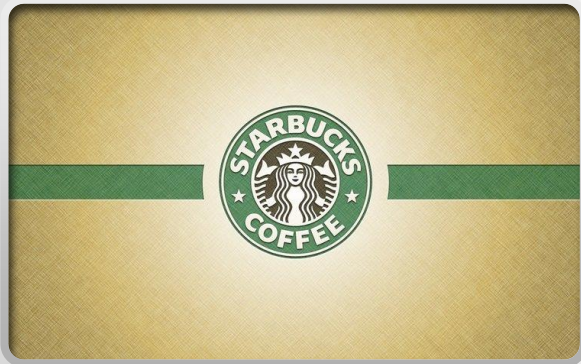
Peet's later become the initial supplier of green coffee to Starbucks.

Background of the organisation



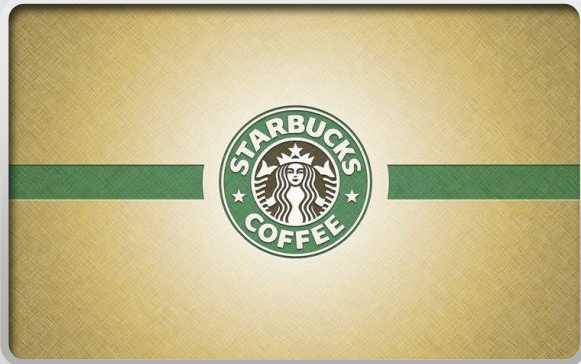
- In early 1980 the company was sold to Howard Shultz.
- After a trip to Milano, Italy – he decided to convert the coffee bean store to a coffeeshop serving espresso-based drinks.
- As CEO his first tenure led to an aggressive expansion of the franchise in Seattle and later in the West Coast of U.S.

Background of the organisation



- In 2006 Starbucks began using 10% recycled paper.
- In May 2008 Starbucks loyalty program introduced offering free Wi-Fi , discounts on drinks , free refills of ice coffee and tea.
- In 2011 Starbucks release its complete mobile platform.
- In 2013 Starbucks introduced reusable cups which each customer can bring their own cup and get in return a small discount on their drink.
- In 2018 ex-CEO Kevin Johnson announced that Starbucks will ban the single-use plastic straws by 1st January 2020.

Background of the organisation



- In 2021 the company had 33,833 stores in 84 countries, 15,444 of which located in United States.
- With over 349,000 employees Starbucks is on 27th position worldwide larger employer.
- Kevin Johnson is the CEO of Starbucks since 2017 till just recently the 16 March 2022, when he announced that he will step down as CEO and Howard Shultz will take over as CEO in the interim.

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[Accessed 24 03 2022].

Challenges before introducing the technology



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Sales & Promotion

- ❖ Starbucks Gift Cards
- ❖ Discounts & Offers
- ❖ Billboard Advertisements
- ❖ TV Commercial
- ❖ Following very own recipe

Source: (Shield, 2022)

ENJOY A
£1.50
TALL LATTE
EVERY MONDAY
7th January – 18th February,
until 11am



Introduce
Dimitrichka Dimitrova 2123033

Reaching Suppliers & Customers

- ❖ By using vertical integrated supply chain management where Starbucks directly collected raw materials from suppliers
- ❖ Distributing coffee samples for free
- ❖ Selling ready brew coffee in supermarkets



Source: (Mertes, 2022)

Challenges Without Technology



- ❖ Failed to reach customers of all ages
- ❖ Couldn't connect to customers immediately though online
- ❖ Lack of social media platform
- ❖ Fail to locate nearby Starbucks through Google

Source: (Matyszczyk, 2022)

Reference

Company, S., 2022. Homepage | Starbucks. [online] Starbucks.co.uk. Available at: <https://www.starbucks.co.uk/>

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Insight the modern technology of Starbucks

Starbucks utilizes the following modern technology fields:



**Artificial
Intelligence(AI)**

**Cloud
Computing**

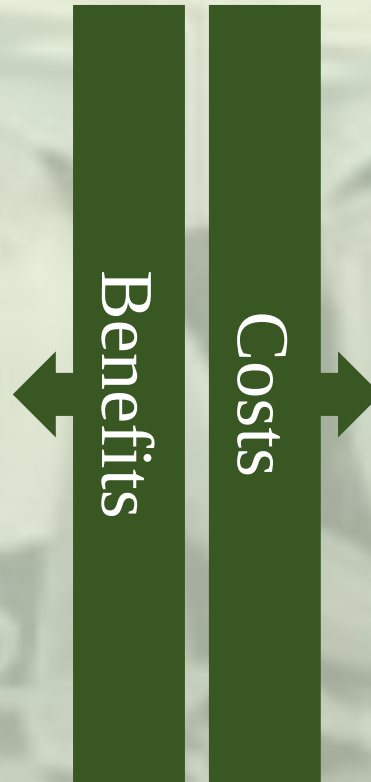
Introduced by Yasminka, 2123031

Artificial Intelligence

- **Artificial intelligence is considered as the replacement of human mind.**
- **It is designed to understand and copy the human action.**
- **Robots or computers are programmed to think and take decisions based on situation.**
- **Ultimately, this will increase the productivity.**

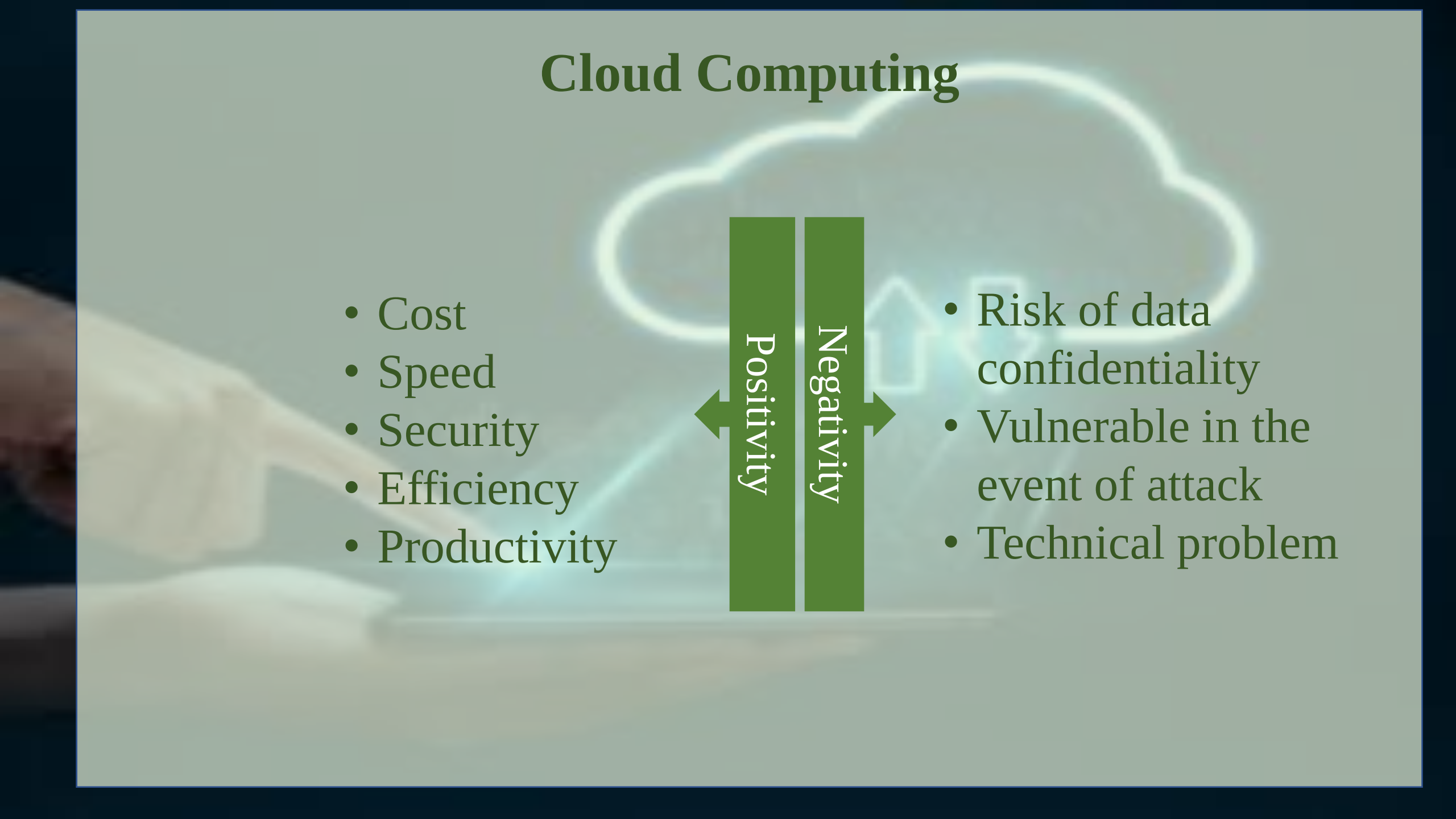
Artificial Intelligence

- Turn complex data into digestible insights
- Automate the routine tasks
- Eliminate human errors
- Deliver advanced business analytics
- Increase productivity



- Job loss
- Privacy violation
- Algorithmic bias caused by bad data
- Socioeconomic inequality

Cloud Computing

A hand is pointing at a laptop screen. Overlaid on the screen is a large, faint cloud graphic. Inside the cloud, there is a small house icon and a double-headed arrow pointing left and right. The background of the slide is a blurred image of a hand pointing at a laptop screen.

- Cost
- Speed
- Security
- Efficiency
- Productivity

Positivity

Negativity

- Risk of data confidentiality
- Vulnerable in the event of attack
- Technical problem

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THE BENEFITS OF THE MODERN TECHNOLOGY

Starbucks is an amazing and wide company famous, by their coffee's mostly. Their coffee is that good that the prices are very high that, people are taking them as ridiculous. But it is not just their coffee that makes their coffeehouses stand out, therefore there is a ton of technology standing behind them.

People wonder what has technology got to do with selling coffee, It is far more than just making a simple coffee. There are tons of technologies innovating back there so they improve the quality and climb the ladder of success.

Their first technological investment starts with Howard Schulz, the CEO of the company till 2017. Schulz climbed one step closer to introducing the technology in their company by, choosing Kevin Johnson to succeed him as CEO, inspired by Johnson's IT experience and knowledge.

A lot of the success that Starbucks is experiencing till today, is due to the technological environment they have and use for their employees comfort and the costumers.

One of its very beneficial sides, the technology has helped employees of Starbucks communicating more with costumers and less tinkering around machines and doing mindless tasks.

Technology did improve Starbucks's service as it made it much faster and more high quality approved. It made it much easier on their staff as it took so much of their work and made it less stressful, as to cleaning the machines every one time you use them is, not the nicest thing to do. Technology does give a nice boost, happy costumers and energetic staff is all they want and they get by their improvements.

Starbuck's technology encourages big ideas and forward-thinking solutions. Through bringing the option to 'Mobile order & pay' and also a rewarding program contributing to the digital landscape.

Contributing to Starbuck's success by building analytical solutions to solve complex business problem.

Managing short and long term project outcomes that involve big data processing, machine learning, natural language processing and visualization data science.

Aleksandrina Ivanova

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References to :

[how Starbucks uses technology to enhance costumers
https://www.starbucks.com/careers/technology/](https://www.starbucks.com/careers/technology/)

Why Starbucks is a data technology company :

<https://retailtechinnovationhub.com/home/2021/1/27/why-starbucks-is-a-data-technology-company>