

LEVEL/ LEFEL 4

MODULE CODE: LCBB4002 COMMUNITY ENGAGEMENT

ASSESSMENT TYPE: ASSIGNMENT

ASSESSMENT/COMPONENT: 1

COMPONENT WEIGHTING: 50 %

WORD COUNT: 2000 Words

ASSIGNMENT TOPIC: Starbucks Company

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Introduction:

Starbucks Organization is an American coffee company and coffeehouse chain. Starbucks was established in Seattle, Washington in 1971. As of 2020, the company works 28,218 areas around the world. Starbucks areas serve hot and cold drinks, whole-bean coffee, micro-ground moment coffee, coffee, coffee latte, teas counting Teavana tea items, Advancement New juices, Frappuccino refreshments, La Boulange cakes, and snacks counting things such as chips and saltines; a few offerings (counting their yearly drop dispatch of the Pumpkin Flavor Latte) are regular or particular to the territory of the store. Numerous stores offer pre-packaged nourishment things, hot and cold sandwiches, and drinkware counting mugs and tumblers; select "Starbucks Nighttimes" areas offer lager, wine, and appetizers. Starbucks-brand coffee, ice-cream, and bottled cold coffee drinks are moreover sold at basic need stores. (Thompson, 2001)

Starbucks Coffee's Corporate Mission

Starbucks Coffee's corporate mission is "to inspire and nurture the human spirit – one person, one cup and one neighborhood at a time." This mission explanation reflects what the company does to keep its trade running. It is evident that target customers are given accentuation in this corporate mission. The taking after components of Starbucks's corporate mission explanation impact key administration in developing the business:

1. Inspire and nurture the human spirit;
2. One person, one cup and one neighborhood at a time.

Starbucks Coffee "inspires and nurtures the human spirit," starting with its employees. To address this component of its mission statement, the company maintains a small company culture, where rapport and warmth are important. In this way, the corporate mission is a direct determinant of Starbucks Coffee's corporate culture. In addition, the same component of the company's mission statement pertains to customers' experience. The business extends its warm and small company culture to its customers. For example, employees' and customers' first names are used at Starbucks cafés. Also, the design of these coffeehouses aims for warmth and coziness. These approaches inspire and nurture meaningful and warm relationships involving employees and customers. Another factor to consider in Starbucks Coffee's corporate mission statement is that it indicates a personal and gradual approach. The "one person, one cup and one neighborhood at a time" component shows that the company. (Gregory, 2019)

Starbucks Coffee's Corporate Vision

Starbucks Coffee's corporate vision is "to set up Starbucks as the chief purveyor of the finest coffee within the world whereas keeping up our uncompromising standards whereas we grow." This corporate vision explanation has the taking after components significant to the business: 1. Premier purveyance;

2. Finest coffee within the world;

3. Uncompromising principles;

4. Growth.

Starbucks Coffee's vision is brief, clear, and motivating, particularly in terms of accomplishing and keeping up the head status within the coffeehouse and coffee industry. This center on administration may be a inspiration that challenges administration and other individuals of the company's human assets. In addition, the corporate vision is steady in terms of applicability to future commerce scenarios at Starbucks Enterprise. For illustration, the "premier purveyor" component is expected to stay appropriate within the long term. In any case, the company falls flat to incorporate modern trade operations and items within the corporate vision explanation. For case, tea, pastries, and merchandise (consumer goods) are now part of the product mix, as outlined in Starbucks's marketing mix or 4P. (Gregory, 2019)

Values:

With our partners, our coffee and our customers at our core, we live these values:

1. Creating a culture of warmth and having a place, where everybody is welcome.

2. Delivering our exceptionally best in all we do, holding ourselves responsible for results.

3. Acting with mettle, challenging the status quo and finding better approaches to develop our company and each other.

4. Being display, interfacing with straightforwardness, nobility and respect.

5. We are execution driven, through the focal point of humanity. (Mark, 2020)

A culture of inclusion:

We are committed to maintaining a culture where incorporation, differences, value and availability are esteemed and regarded. Your whole involvement beginning along with your application is planned to be the beginning of an motivational travel, where you're treated warmly and with straightforwardness, nobility and regard. We effectively enlist people with

incapacities and give sensible lodging and assistive innovations that empower individuals to do their employments. Starbucks is committed to advertising sensible convenience for work candidates with inabilities. Our numerous Partner Networks (too alluded to as employee resource bunches) work to form an comprehensive environment over Starbucks speaking to the wide range of our accomplice backgrounds. (Mark, 2020)

Selection of Employee

Employee Choice is basic as for enlisting the correct men. Viable choice is assessed by their abilities and capabilities. Viable choice can as it were be done when prerequisite meets the line. By picking best candidate for the work, the organization will get great execution of employees. In addition, there will be less truancy and worker turnover problems in organization. By utilizing the proper candidate, the company spares cash and time. Amid selection procedure, appropriate screening of candidates takes put, testing for the whole potential candidate who connected for the given work (“Employee Choice Process,” 2019). In arrange to distinguish Starbucks from competitors, Starbucks employments their workers for case baristas to form the ‘Starbucks Experience’.” To have the correct individuals enlisting the correct people.” was Starbucks’ enrollment motto. (“Starbucks’ Human Resource Management,” 2019).

Training of Employee

Training is fundamental for organizational improvement and victory. With appropriate training, an worker will be more productive and productive.

There are 4 training basics:

1. Training is given to new applicant. It teaches them with basic organizational knowledge. Such as, goals, rules and regulations, vision and etc.
 2. The existing employees are retaught to gather their knowledge.
 3. If any change technology, training is given to handle with those changes.
 4. Trainings are given when employees get promoted to share the responsibilities.
- (“Training of Employees,” 2017).

Putting in frameworks to select, contract, and prepare baristas and store directors to oblige with quick development. In screening candidates for modern positions, Starbucks’ bad habit president for human assets utilized a few straightforward rules. Learners have to be go to seriously classes. Their seriously training comprises of information of store operations, strategies, administering individuals. Capability to be a learner must have involvement or at

slightest store directors. Portion of their fundamental targets was to uphold the company's values, standards, and indeed information of.

PESTLE Factors Analysis

Political -Globalization has changed world-wide drift of doing commerce. Companies are making trade in different nations without boundaries. The fundamental need for globalization is to memorize the diverse societies of the nation they arrange to begin commerce, taking all perspectives counting charge rates, law and enactment. These are critical in globalization. For case, Starbucks' coffee beans are developed in creating nations. (analysis, 2015)

Economic –People are presently trying to find more wage to proceed their sumptuous way of life. The number of two wage family units is expanding all inclusive. They are too looking at patronizing items that diminish their time went through to obtain them. Moved forward client benefit, quick availability and comfort are of the quintessence. Cost is additionally an issue amid times of subsidence and Starbucks incorporates a premium estimating for its coffees. In arrange to reach more buyers who may bashful absent from Starbucks due to their tall coffee costs, Starbucks may need to think almost marginally bringing down their costs. (analysis, 2015)

Social –Coffee-houses has become as a shape of unwinding and mingling with companions and family. Frequently, individuals spend more cash on coffee and they don't visit these places to essentially drink one. Social components calls the changing family designs within the particular nation, shifted customer inclinations, changing work patterns, level of instruction of populace within the nation and changing values among populace. (analysis, 2015)

Technological – The utilize of innovation can make strides operational efficiencies. Starbucks offers cheaper and way better coffee machines which are accessible for domestic utilization. For occasion, their K-Cups (Keurig) brewing frameworks are accessible for buy in their stores. In expansion, progressed innovation can be utilized to move forward Starbucks' Investigate and Improvement group. (analysis, 2015)

Legal – The introduction of approaches and regulations related to caffeine generation and utilization, the presentation of harder traditions and exchange controls and authorizing directions related to the industry can have an affect on Starbucks' operations.(analysis, 2015)

Environmental -Contamination and planning authorization are the key natural variables that might influence Starbucks operations. In a few markets, Starbucks might discover it difficult to get arranging consent to set up coffee brewing plants. Additionally, the company might discover that a few nations are very strict on the impacts that the company has on the environment whereas other nations are not. (analysis, 2015)

Forcefield Analysis

A forcefield is where an issue is held in adjust by the interaction of two contradicting sets of powers. These are the components that either advance (driving strengths) or stand up to changes (controlling strengths). For alter to happen the status quo, or balance must be disturbed –either by including conditions positive to the alter or by lessening standing up to strengths. (Kaminski, 2011)

What Kurt Lewin proposes is that at whatever point driving powers are more grounded than controlling strengths, the status quo or balance will alter. Lewin's drive field examination is utilized to recognize which variables inside a circumstance or association drive a individual towards or absent from a craved state, and which restrict the driving strengths. These can be examined in arrange to illuminate choices that will make alter more worthy. 'Forces' are more than states of mind to alter (Lippitt, 1938). Kurt Lewin was mindful that there's a part of feeling basic people's state of mind to alter. For example, Schultz required to form a choice whether or not to alter its current organizational structure to a lattice structure, in arrange to move forward the client encounter and offer assistance characterize the communication headings utilized by the organization.

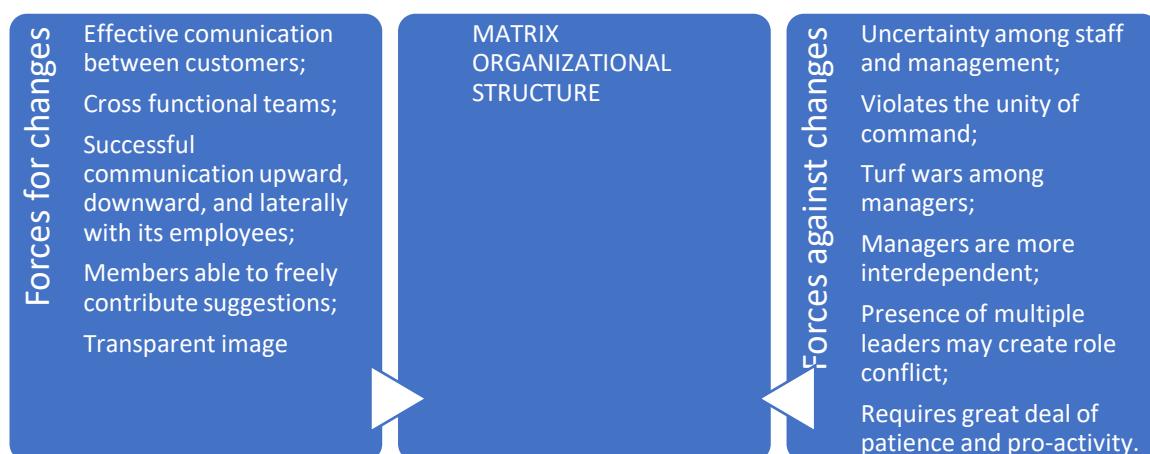


Figure I Forcefield Analysis

By utilizing the forcefield investigation, George & Jones can choose whether or not to carry on with the choice or to stay as status quo. In spite of having more powers against alter, George & Jones carried out with the arrange and actualized the network organizational structure state that the network organizational structure may be a exceptionally compelling way to require full advantage of all communication channels. Whether the organization wishes to name the organizational structure or not, the structure is the significant point of victory in its organizational communication. (Jones, 2005)

Ethical Framework

Abraham Maslow's A Hypothesis of Human Inspiration depends upon a chain of command of should clarify why people are spurred to act. Maslow sets forward five levels of needs in a immovably progressive structure, with the fulfilment of lower-level needs prerequisite to the fulfilment of the next-higher level. For illustration, until people fulfil their fundamental physiological needs for nourishment, clothing, and protect (Maslow's to begin with level), they will be less likely to recognize openings to meet higher-level needs, such as adore and self-esteem, or exhaust the exertion to meet them. Self-actualization is the apex of the progression; self-fulfilment is the extreme inspiration to act, but lower-level needs that go neglected anticipate its fulfilment. (Vaughan, 2008).

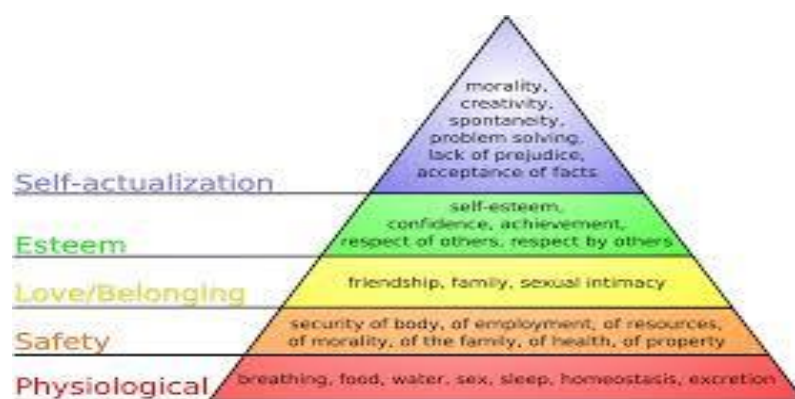


Figure 2. Maslow's Hierarchy of Needs

To form and internalize moral conduct, an organization must to begin with accomplish certain essential moral values. Organizations that need an-moral compass definitely harm their possess interface as well as giver interface and may indirectly hurt all others within the third segment. The most elevated esteem in an-moral organizational culture is astuteness,

identical to Maslow's concept of person self-actualization. Astuteness is characterized not as it were as incorruptibility, but as completeness of commitment to moral conduct. With judgment, an organization has an internalized ethical code, is able to lock in in imaginative problem-solving, and seeks after its mission to the fullest degree conceivable. (Vaughan, 2008)

Organizational Culture & Rituals

Organizational culture could be a structure of values, convictions and suspicions considered suitable in considering and acting interior an organization. Being shared by the organization's components, culture makes a difference fathom and get it outward and natural issues (Cesario Minor, n.d.). They are a arrangement of social relics or the features of an organization's culture that offer assistance materialize the company's victory. Another social antiquity inside the organization which exterior gatherings of people and individuals may learn from is ceremonies. Customs and repetitive hones play a certain meaning in any organization. They are useful for passing on the organization's major values and building relations among representatives, pariahs and supervisors. Staff meetings, rewards and assessment forms and having snacks together are a few of the organizational ceremonies conducted day-to-day. This affirms that numerous of businesses' every day organizational exercises are ceremonies. Moreover, a ritual's typical noteworthiness is critical. An organization points to have a future that guarantees a enduring trade and through its envisioning, it'll be able to find itself at a particular victory position. A company's picture is its relic which produces respect for the organization at expansive. Starbucks' winning streak towards its clientele is essentially affected by its seen cleanliness in notoriety. The more respectable a company looks, the more prominent its requests for its administrations. Starbucks prides itself on conveying one of a kind client encounters and locks in with its communities to guarantee future development and victory. (Cesario Minor, n.d.). The rituals Starbucks' workers take portion in, offer assistance communicate and strengthen the company's craved values and activities. The primary thing a unused worker at Starbucks does is to attempt a coffee-tasting of the store manager's top pick coffee. It illustrates the store manager's energy for coffee, and hence shows the specified conduct to the unused recruit. These values are driven domestic by the company's preparing modules. Over a few weeks, the modern worker is required to taste and record their responses to all the coffee mixes on offer at Starbucks. (Robert, 1983)

Individual Power Bases

One of the foremost broadly cited investigations of social control is that proposed by John R. P. French and Bertram H. Raven. (House, 1977). They characterized social influence as a alter within the conviction, attitude, or conduct of a individual (the target of impact) which comes about from the activity of another individual (an affecting specialist), and they characterized social power as the potential for such impact, that's , the capacity of the operator to bring around such a alter utilizing accessible assets. French and Raven recognized five bases of control: coercive, compensate, authentic, master, and referent. Like transformational leaders, charismatic pioneers have adherent social communicational aptitudes focusing on trusts, dissatisfaction and fears whereas too making a sense of energy and enterprise.(House, 1977).

Coercive Power- Schultz's employments coercive control by demoting staff that underperform. He viably employments this sort of control in his communication to Starbucks workers laying out desires of the assignments they perform and the results of not getting errand objectives. Pioneers who utilize coercive control must take after through on the results of not assembly authority desires. Representative surveys posted on Glassdoor.com uncover that a tall rate of partner store directors who have been advanced to store administration positions are downgraded back to partner administration positions since of need of assembly store supervisor necessities.-. (GlassDoor, 2013)

Reward Power - Howard employments remunerate control by conveying esteem to his supporters. Substantial esteem Schultz gives is wellbeing care, worker rewards, store rebates, and other worker periphery benefits. Intangible values are the warmth and steady Starbuck culture he made. Representatives discover these rewards alluring and propel them to attain greatness inside the organization. The negative impact of Howard's utilize of reward control is it isn't reliably connected to tall errand execution. (Hackman, 2009).

Legitimate Power - Hackman & Johnson, 2009 characterize pioneer true blue control as leader's capacity to utilize their part, title, or rank to endorse their adherents practices. The higher the position, title, or rank characterizes the degree of true blue control the pioneer has. Schultz effectively utilizes this socially endorsed control to viably pick up adherent acquiescence and offer assistance his organization work productively. Since Howard is the CEO of Starbucks, his adherents take after his lead since he carries the title of CEO. The destruction of authentic control is it ends over time. (Hackman, 2009).

Expert Power - Schultz has involvement in buying, building, and changing the Starbucks organization from a falling flat organization. This encounter has earned him the proper of “expert status” within the coffee shop industry. Of the five sources of control Schultz utilizes, master control is the one he depends on most. Like true blue control, master control has the potential to decrease over time on the off chance that over utilized by the pioneer who has it. (Hackman, 2009).

Referent Power - Finally, Schultz employs referent control in his communication with his adherents. Referent control is part show control. Adherents of Schultz respect the positive ethos he ventures as a individual and pioneer. Schultz depends on this control as well as master control over all other powers in his authority. Hackman and Johnson (20) propose that referent control isn't as viable in picking up acquiescence as restraint, remunerate, genuine or master control. Schultz gets it this and utilizes all five sorts of control to effectively run his organization.

Learning Organization

Numerous organizations have recognized the commercial centrality of organizational learning and the idea of the ‘learning organization’ has been a central arranging point in this. "The Learning Company may be a vision of what may be conceivable. It isn't brought around essentially by preparing people; it can as it were happen as a result of learning at the entire organization level. A Learning Company is an organization that encourages the learning of all its individuals and persistently changes itself." (. Senge, 1990).

Systems thinking allows people to form their understanding of social frameworks unequivocal and move forward on them. By consolidating a extend of viewpoints, conditions, associations and capabilities into a energetic investigation, professionals of frameworks considering frequently reach drastically distinctive conclusions than those who build ‘solutions’ from inside a constrained run of center. Starbucks is moving towards the concept of a learning organization, which is characterized as “an organization in which everybody is locked in in distinguishing and tackling issues, empowering the organization to ceaselessly test, make strides and increment its capability”. (House, 1977)

Good leadership- a shared vision for, which is the primary step towards making a learning organization. Representative strengthening is additionally crucial in Starbucks, which contributes a parcel within the preparing of baristas since they are the key component in making the client encounter a charming one. Various benefits are moreover accessible for

workers; extending from healthcare to stock choices and working from home. As a result, staff turnover rates are now at 13%, an exceptional measurement within the F&B industry. Starbucks was positioned among Fortune Magazine's Best 100 companies to work. Frameworks considering centers on how the thing being examined, interatomic with the other constituents of the framework - a set of components that connected to deliver conduct. (Senge, 1990)

Lean Process Improvement

Lean Six Sigma and Business Process Management (BPM) are two approaches to a common objective, engaging companies with ceaseless Commerce Prepare Change. When coupled together, they result in an incline venture arrangement that makes a difference your company not as it were gotten to be more effective and compelling, but eventually diminishes process-related fetched. The center thought is to maximize client esteem whereas minimizing squander. Basically, lean means making more esteem for clients with less assets. An incline organization gets its client esteem and centers its key forms to ceaselessly increment it. The extreme objective is to supply idealize esteem to the client through an idealize esteem creation prepare that has zero squander (EnterpriseInstitute, 2019). To achieve this, lean thinking changes the center of administration from optimizing isolated innovations, resources, and vertical divisions to optimizing the stream of items and administrations through whole esteem streams that stream evenly over advances, resources, and offices to clients. Killing squander along entire esteem streams, rather than at disconnected focuses, makes forms that require less human effort, less space, less capital, and less time to form items and administrations at distant less costs and with much less absconds, compared with conventional trade frameworks. Companies are able to reply to changing client wants with tall assortment, tall quality, now taken a toll, and with exceptionally quick throughput times. Too, data administration gets to be much less difficult and more precise. Starbucks has been applying the incline approach in its commerce operations. (EnterpriseInstitute, 2019)

Conclusion:

I believe that a company can achieve profitable growth and enhanced shareholder value by conducting business in an ethical manner. Customers are more willing to pay the next cost and utilize a company's items in case they know that they are supporting a company that's socially mindful. Starbucks recognizes that the method of overhauling its client encounter may be a travel that will take time, exertion and assets. The company gets it that whereas it'll have triumphs, there will without a doubt be disappointments. Over all, Starbucks recognizes

that there's no magic pill or mystery equation that will illuminate its challenges overnight. For the company to be fruitful (In its customer redesign efforts), it'll have to be transparently and truly assess each perspective of the esteem recommendation and decide which among them requires alter.

Appendix:

1 List of Starbucks Product Mix:

Starbucks Corporation, Major products and services
Products:
Coffee:
Blonde Roast, Medium Roast, Dark Roast, Flavored Coffee, Seasonal Favorites.
Handcrafted Beverages:
Fresh brewed coffee, Hot and ice espresso beverages, Smoothies, Tazo teas, Frappuccino coffee, noncoffee blended beverages.
Merchandise:
Coffee and tea brewing equipment, mugs and accessories, music, books, gift items.
Fresh food items:
Baked pastries, sandwiches, salads, oatmeal, yogurt, fruits cups.
Consumer products:
Coffee and Tea:
Whole bean and ground coffee.

Source: (Greenspan, 2019)

Appendix 2: Detailed VRIO Analysis of Starbucks Corporation

<u>Resources and Capabilities of Starbucks Corporation</u>	<u>Value?</u>	<u>Rare?</u>	<u>Costly to Imitate?</u>	<u>Exploited?</u>	<u>Competitive Implication</u>
<u>Prime and Strategic Locations:</u> •In high-traffic, high-visibility areas close a assortment of settings, counting downtown and rural retail centers, office buildings, college campuses, and in select provincial and off-highway areas over the world.	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Temporary Competitive Advantage</u>
<u>Global Brand Recognition & Equity:</u> •The foremost recognized brand within the coffeehouse fragment and is positioned 91st within the	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Competitive Advantage</u>

best worldwide brands of 2019 • Viably leverages its wealthy brand value by merchandizing items, permitting its brand.					
<u>Large Size and Strong Global Presence:</u> • Operation in 60 nations and biggest coffee/snack retailer • Economies of scale through predominant dispersion channels and provider connections • Lower input costs	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Temporary Competitive Advantage</u>
Human Resource Management and Company Culture: • Representatives given incredible benefits like stock alternative, retirement accounts and well taken care of • Information based representatives making a sound corporate culture • Positioned 91st within the 100 best places to work for by Fortune Magazine • Awesome human capital administration couple with awesome corporate culture interprets into preeminent client service	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Competitive Advantage</u>
<u>Leveraging Technology and Mobile Outlets</u> • Starbucks Apps on iOS and Android • Investment in Technology	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Temporary Competitive Advantage</u>
<u>Good Corporate Social Responsibility Image:</u> • Their stores are community neighborly, centered on reusing and lessening squander. • They construct goodwill among communities they work in	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Temporary Competitive Advantage</u>

•Strong Social Responsibility Initiatives embraced					
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Source: (Pratap, 2020)

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