



STRUCTURE AND CULTURE

Starbucks

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Introduction

Business management is one of the essential features of the business, which helps in proper operations. The scope of the company is very much detailed. The range of the companies includes all, the activities which a business organisation is performing to attain a stable growth in the organisation. The business culture is similarly essential as it enables in making a calm atmosphere in the business and creating a better and capable workforce in the organisation.

Starbucks Corporation is the American coffee company and also a coffee house chain which is speeded across the world. It has been said that Starbucks represents the second wave coffee, which is due to their better services and quality tastes. The Starbucks serves the hot and the cold coffee with full and also loose tea products. At present, the Starbucks is the dominant player in the international market, and it can be observed that the overall market is in favour of the business of the Starbucks due to their quality products (Starbucks Coffee Company, 2019).

Coherently analyse the relationship between structure, culture, people and organisational performance

The architecture and the culture of the organisation are linked to the people and the performances of the organisation. These affect the working of the organisation like Starbucks to a great extent.

Organisational culture

One of the critical theories in an organisation is the culture theory. Due to the influential culture theory, it helps the managers and the employees in an organisation to be entirely devoted to the cultures and the principles. This helps in building up an influential culture in the organisation and result in attaining a stable growth and high profit. For Starbucks Corporation, the culture of the organisation is regarded as one of the most important characterises. The culture includes all the parameters of the businesses like the franchising and the licensing. The employee in Starbucks knows how to interact with the customers and provide them with better and effective services. The employees make a positive ambience in the place. The organisational culture of Starbucks is related to the operations and the strategies which help in achieving a higher profit. Specifically, the main features of the corporate culture of the Starbucks include servant

leadership, the process of better and effective communication, the relationship has driven approach and the inclusion with the diversity (Rashid and Ghose., 2015).

Organisational structure

The structure of the organisation is set and made according to the goals and aims. Apart from these, the business environment with the work of the business and the target customers turns as one of the crucial factors in making the proper organisation structure. There are two types of structures which exist basically. These include the formal and informal structure. As concerning the organisation Starbucks, the structure of the business influences the management and the leadership qualities of the employees, which help them to control the competitions. With the help of specific theories like the porter's five forces and the marketing mixes, the organisational structure of the Starbucks gets highly befitted (Štorga *et al.*, 2013).

People in the organisation

The people of the organisation are considered as the workforce of the organisation. The workforces include the staffs, labours and the managers. Considering Starbucks, they believe that the employee of the organisation is the most valuable resources which help in having a stable growth. Relationship rises among all the factors as these factors are all dependent on each other. The better workforce in the organisation leads to the proper functioning of the organisation and leads to attaining a higher profit. With the help of the workforce, the organisation could create a massive demand in the market and serve better to the customers (Mullins, 2016).

Organisational Performances

The performance of the organisation is very much essential. With the help of better performances leads to the stable growth of the organisation and makes the organisation attain higher yields. For Starbucks, the performances matter to a great extent as it helps in the proper growth. With the evaluation of the performances, the employees can provide better and effective services. This creates goodwill to the organisation and makes the people attract towards the products of the company. The performances of the company are related to the culture and the structure of the organisation (Sachedina *et al.*, 2010).

Identify the essential nature of managerial work, communicate the role of leadership, and furthermore, explain the variables that determine effective management and leadership

The nature of the managerial work helps the organisation like Starbucks to grow and perform efficiently. The functions of the managers include better and effective performances so that the quality of the work gets better. Leadership helps the organisation to work and perform in a better manner. The people in the organisation always need a leader so that they could get guidance from the people. The managerial work helps in the better attainment of the interpersonal roles. This enables the leader to motivate their subordinates for better performances. Apart from these it helps in maintain a lateral contact with the subordinates. Informational roles help in passing the information among the subordinates so they could work better. Decisional roles help in making a perfect decision for the work. It helps in doing the work in a better and effective manner. The employees of Starbucks get benefited with the nature of the managerial work as it helps in increasing the overall performances of the company (Yukl and Mahsud., 2010).

The leadership roles help the organisation to be work properly so that they could attain the objectives. The leadership roles help in setting up the vision. Good leadership can help the organisation to set the goals and the objectives so that the subordinates could work correctly. The leaders should be dealing with the actives of the employees and should keep monitoring the complicity in their jobs. This will help in achieving the goals. The job maturity helps in defining the ability of the employee for completing the available job at different scenes. This is totally over the leaders how they will work and monitor the situation, which is aroused. Starbucks, being a coffee shop, the primary motive of the employee and the organisation is to provide a useful service to the customers. The leadership plays a role as it helps in guiding the employees for providing the best services so that they could enjoy their drinks. It is also needed for the leaders to understand the culture of the organisation and also the structure so that the employees could provide better services and maximise the output. The leadership team of Starbucks is among the best in the global market. Starbucks always looks for individuals who could be a leader and perform effectively. The leaders should take care of their subordinates and treat them with great respect. The employees are also allowed to enjoy the flexibility in the workplace, and this could lead to the evaluation of the performances of the employees.

Certain factors are there, which helps in the better or effective management of the leadership. These factors help in creating smoothness in the workforce and enable the proper functioning of the organisation. The approach helps the organisation like Starbucks for the adequate utilisation of the resources and to compete in a better way (Leavy, 2015).

Goal setting is one of the useful measures for the business to grow well. For Starbucks, the primary aim is to capture the market and increase the sale of their products. The setting of the goals enables the organisation to work correctly and attain the objectives more straightforwardly and effectively.

Transparent communication is the other process which helps in making people understands the goals of the organisation. Starbucks is known for its efficient communication with its customers. The employees are also well communicated with the higher officials and take their help in providing quality services. This result in decreasing conflicts among the peoples and helps in gaining the advantages of the competitive market.

Sense of teamwork also helps the employee and the leader to follow a single path and vision to attain the goals of the organisation. The feeling of teamwork is highly preferred in Starbucks. The employees try to work cordially with their colleagues, which help in the easy attainment of the goals. Effective teamwork leads to the better attainment of the profits in the course of the long run (Carmeli *et al.*, 2012).

Evaluate the behavioural approach to management, through understanding the factors that affect differences in individual behaviour

The behavioural approach to management helps in understanding the behaviour of the individuals working in an organisation. It enables the organisation to know the moods and the behaviours of the employees. As like the other organisation, it is also turned essential for Starbucks to study the behaviour of the individuals so that they could perform well in the market. There are specific theories like the behavioural management theories which help in understanding the behaviour of the humans at the workplace (Huczynski, 2013).

The Maslow need theory is a part of the theory, which helps in understanding the behaviour of the individuals at the workplace. It helps Starbucks to know and determine what needs are and how the needs of the employees can be fulfilled.

Physiological needs are the needs which help in satisfying the basic human needs. As the needs are satisfied, it has no longer presences. The basic needs of the employee of Starbucks are to satisfy the needs of the employee by providing foods and other basic amenities. The safety needs are the needs which help in determining the needs like the safety and the security and also the protection. The employee of the Starbuck needs safety so that they could feel the workplace like home. Belonging and love needs are also beneficial as it helps the leaders to take care of their employees and providing them with respect at the workplace. The Starbucks employees are taken utmost care so that they could be efficiently performed at their workplace. Esteem needs are also necessary as it helps in building up of confidence among the employees of the organisation. Self-actualisation needs are the last in the needs, which helps the individuals to satisfy the needs which are much important (Chuong *et al.*, 2012).

This particular theory of Maslow's helps in understanding the behaviour of the individuals. This helps Starbucks to know what the important thing which can be fulfilled do that the employees could perform better at the workplace.

Apart from these, the conflict theory also plays an essential role in understanding the behaviour of the individuals. The theory suggests that the conflict arises due to the competition for the attainment of limited availability of the resources. The theories include the competitions, revolutions, structural , inequality and the war. Starbucks also utilises the theory for reducing conflicts to gain better productivity and profit. The competition among the employees is reduced with the help of providing a better incentive. However, the business structure of Starbucks enables the organisation to reduce the conflicts and create a better relationship among the employees through the help of motivation (Knights, 2012).

Conclusion

The essay continuities to discuss the scope, size, structure and the people of the organisation and how they are linked with each other to provide a stable growth to the organisation. As the report is based on the case study of Starbucks, it helps in making a proper understanding of how the leadership and the behaviour theory helps in making the workplace productive. The essay includes the motivation and conflict theories which help Starbucks to know the behaviour of the employees to grow and perform better in the competitive market.

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