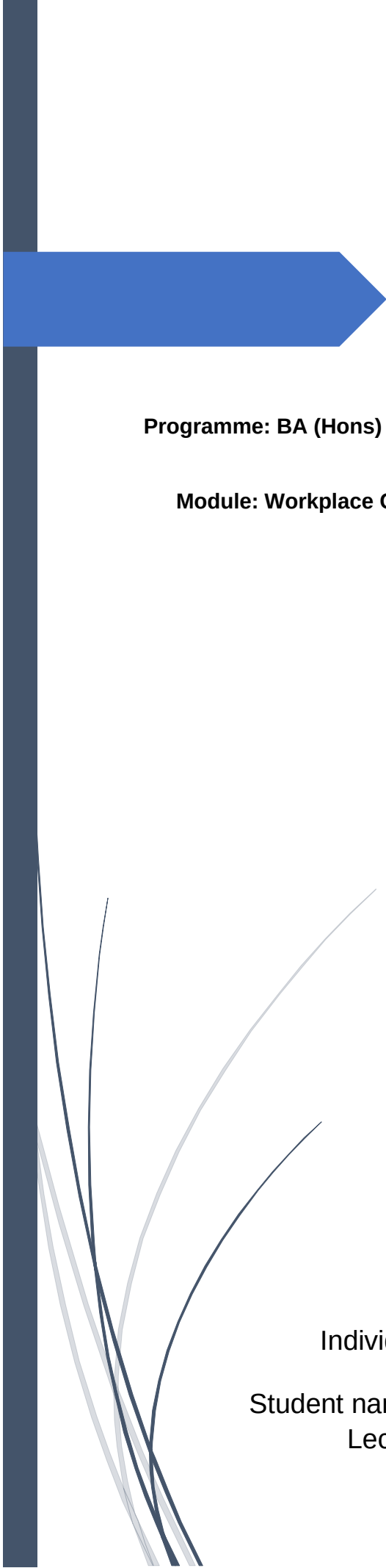




Programme: BA (Hons) Leadership and Management Skills for the Workplace

Module: Workplace Culture and its impact on Organisational Efficiency

Module Code: (BMSW5105)

Individual written report of starbucks

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The main reason for writing this report is to show how different factors can affect quality and control systems for customers and how the organization can deal with it. The organization chosen for the report is Starbucks because it is a current company that is suffering from all the factors that exist today and that affect business. Starbucks is a multinational company that everyone knows and where many changes for the better can be achieved thanks to its culture, making different groups of people feel identified with the company and its organizational culture.

We will begin by carrying out a PESTEL analysis where we will analyze different external factors that affect Starbucks and an analysis of 5 Porter's forces to know the organization and everything that surrounds it in a deeper way, we will also analyze 2 or more key drivers for change, such as culture organizational, customer needs, technological development or human resources.

With the cultural web model, the Starbucks culture is analyzed and the reason why that culture is implemented and how that culture affects the financial and non-financial part of the organization. A series of advantages will be shown and compared to other types of companies with different organizational cultures where customers do not feel fully identified and the importance that this has, directly affecting the volume of sales that can be made or the number of clients that can be obtained.

To conclude, it will be explained what the term ethical dilemma consists of and several dilemmas that currently exist in the Starbucks company will be identified and how to see the organization while explaining the actions that must be taken to solve those dilemmas that have been identified and justified. The reasons why those actions are going to be carried out, seeing the advantages that are obtained when solving it.