

# Coffee and starbucks argumentative essay



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This paper is a discussion of the challenges currently facing Starbucks. Starbucks, a Seattle based coffee store with a mission to “inspire and nurture the human spirit” is recognized worldwide, and is known for its unique coffee drinking experience. In the past few years, the company has experienced some challenges from the economic downturn in 2007 when the recession as well as competitors such as Dunkin Donuts and McDonalds provides similar products for much less.

Starbucks has faced store closings and lost revenue. By taking a look at Starbucks’ organization, its customers, its leaders, and its current downsizing compared to its overall effectiveness, we will bring further insight into how Starbucks lapsed into this current challenge that includes its “people management” strategy. Starbucks: HR Practices Help Focus on the Brew, Weather the Recession and Prepare for Growth The focus of this case study is on Starbucks because this coffee house has become a cultural phenomenon.

Although Starbucks began operation in Seattle in 1971, it was not until its current CEO Howard Schultz took the reins in 1987 that the company has transformed into a cultural sensation. Its unique blend of selective music from every part of the world played continuously is available for purchase. The music, ambiance, product displays and offerings is representative of multiple cultures and pulls you in regardless of the price of their products.

Customer identifies with each lifestyle expressed to include the intellectual appeal of being surrounded by individuals who always seems to be engaging in some sort of debate, study or just simple savoring the taste of any of

Starbucks. 1. Discuss the organization type and the audience served and its approach to their Partners. Starbucks is a retailer of specialty coffees and teas, and a variety of food items and accessories. It sells through its retail stores and other venues such as Barnes and Nobles book stores, grocery stores and warehouse clubs.

Starbucks currently employs about 200, 000 employees (Starbucks, 2012, p3). The United States, Canada, the UK and Mexico are its largest market. Its largest international markets have grown substantially and includes countries in Europe, Middle East, Africa, China/Asia Pacific (Starbucks, 2012, p 12) - Starbucks opened its first store in India last year. Starbucks' has many competitors. Its primary competitors consists of " quick-service restaurants and specialty coffee shops" (Starbucks, 2012, p. 7).

Starbucks' competitive advantage is its high quality coffee, its convenience, and its focus on both customer service and its employees (known as partners). Starbucks markets to consumers who want high quality specialty coffees and teas at a value price, service and convenience. Discuss the leaders and their perceived roles The leadership structure of Starbucks is very much like many international retailers consisting of a CEO, presidents and senior vice presidents of various divisions, a CFO and a CIO but leadership positions are not present n all channels and markets.

What makes this leadership stand out from that of many other international corporations is Starbucks appears to actively encourage customers and partners to share ideas for improving the company. Many articles have been written and case studies done regarding the leadership style of Howard

Schultz. His visionary thinking and creative management styles has propelled Starbucks to its current market position. An interview with a Starbucks barista provided insight into the leadership and how they manage over 9, 400 company operated stores and employees ranging from about 11, 000 full-time, 60, 000 part-time and over 7, 400 globally.

The leadership focuses on the ways to make the company better by empowering partners to submit ideas directly through the company intranet (portal). Partners communicate directly with corporate leaders through its portal, and corporate communicates with the stores through the same portal. Corporate tells the stores where the company is going, the goals for the future, and provides barista training tools through this portal saving millions of dollars. (Jadira, personal communication, June 21, 2013).

Schultz's vision was to make sure Starbucks growth did not dilute the company's culture and the common goal of the company's leadership to act like a small company. He is currently the Chairman, President and Chief Executive Officer of Starbucks. Starbucks has a three-region leadership that took effect at the beginning of fiscal year 2012 (Starbucks, 2012, p 12) who is focused on increasing the Starbucks' brand, presence, health and relevancy in each region they operate. Discuss the HR practices that are most critical for Starbucks to maintain the coffee experience and customer service that it is known for.

Starbucks started as a company focused on its partners and on customer service. Its HR policies and practices represent an important asset of the company and they are extremely crucial for Starbucks' growth. The

recruitment process is a vital step and focuses on hiring the right potential partners and to provide them with training while assuring them the potential for fast development within the company. They provide the employees the opportunity to make their own path and succeed.

If you want to the opportunity to make meaningful connections and have an impact every day, become a partner and work someplace truly great”.

(Starbucks: Your Special Blend- Rewarding our Partners, 2012) These practices is most critical because satisfied employees are now fully engaged as partners will now extend that to the frontline which is then passed on to the customers as excellent customer service. 4. Conclusion Starbucks is on a revitalized path to regaining its organizational effectiveness by putting the focus back on its customers and partners.

Getting back to the basic practices of what made Starbucks a leader is a start in the right direction. This organization represents, acknowledges and engages the various diversities in the environment in which they operate while focusing on what is important to their employees- their basic human needs. Starbucks is on the right path and I am truly happy that I am one of their customers. This case study has allowed me the opportunity to really understand Starbucks and what it stands for.