

Starbucks coffee company on-site visit

Business



Secondly, before one leaves the premises there is a paper available for leaving opinions (Coffeehouse, n. d.). This way, the company is able to track its clientele's needs and meet them accordingly. Starbucks organizes its shop as per the customer needs. Once inside, there are various seating spaces for persons ranging from one to five. Additionally, one is able to order for a drink from anywhere by simply pressing a button on the table.

Competitive edge Starbucks has managed to maintain its competitive edge judging by the number of its ever-increasing clients despite the emergence of other players in the industry. Nonetheless, Starbucks ought to venture into sale of Mcfood in other countries and States. This is in a bid to fend off competition which could cause problems in the future if competitors capitalize on the company's weaknesses. At Starbucks managerial control was not witnessed save for one case where the person in charge seemed to have say in almost everything. As to whether this company can maintain its profitability a time like this, the answer would be in affirmative. This is because many of its stores are doing well. Moreover, the invention by its top executive has enabled it to withstand tough competition from Costa coffee. Finally, the company has set high ethical standards where firstly, the staffs are prohibited against any undiplomatic to clients. Secondly, customer complaints are handled in a professional way without any arguments whatsoever (Coffeehouse, n. d.).