

Introduction to starbucks

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Introduction

Starbucks first opened in 1971 in Seattle's pike place market as a single store and at that time it was a merchant of whole bean and ground coffee, tea and spices. The name Starbucks was given after the first mate in Herman Melville's Moby Dick and there logo was motivated by the sea- featuring a twin tailed siren taken from Greek mythology. Howard Schultz is the Starbucks president and chief executive officer and he joined the company in 1982 and then for a short time left the company to start his own coffeehouses in Italy but then later in August 1987 he bought Starbucks with the help of other investors.

Now Starbucks has 17, 651 (as of July1, 2012) total number of stores all over the world in places like Bahrain, Australia, Canada, Taiwan and Egypt and so on, plus they offer just more than whole bean and ground coffee, tea and spices, they now also offer handcrafted beverages such as hot and iced espresso, merchandises such as mugs, freshfoods such as sandwiches and also offer ready to drink products such as bottled frapuccinos. Starbucks mission till date has been to inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.

One of the reasons why Starbucks remains popular for its coffee is that their coffee buyers individually travel to coffee farms in Latin America, Africa and Asia to select the best quality beans. In addition to that Starbucks is a responsible company which does not only consider profits but also looks factors such as principled sourcing which is helping farmers for a stable future and a stable climate for the world and another factor being

environmentally friendly. Starbucks by 2015 will completely be environmentally friendly hence all its cups will be re-useable or recyclable.