

Starbucks essay

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Out of 96 people, only 85 families had Starbucks as the rest 11 families had none. 79 of these people do drink coffee as 17 not at all. With the available statistics, the frequency of attendance at Starbucks are as follows: 10 of them never at all visit Starbucks, 46 visits Starbucks 1-2 times a month, 24 go there 1-2 times a week, 11 frequent Starbucks more than twice a week as only 5 goes there every day. The fact that most people visit there at different times, everyone also has a reason why they visit Starbucks. 59 visit for the sake of beverage, none goes there for snacks, 24 visits there for the sake of socializing, 8 goes there to study as the 4 goes for other reasons. Starbucks offers many products. The following are samples of what Starbucks deals with: Americano, Americano and Frappuccino, Americano and ice blended drinks, café mocca, caramel brulee latte, caramel latte, caramel macchiato, caramel macchiato, chai latte, coffee, coffee Frappuccino, green tea Frappuccino, cold Americano, cool lime refresher, dolce latte, double chocolate chop Frappuccino, double shot on the ice with classic syrup just to mention but a few. Wi-Fi is also a service that is not left out. As most of the customers have laptops so they cannot get bored. There are 17 people who are faithful to Starbucks that is to say that they don't visit coffee shops other than Starbucks. 5 do go to McDonalds, 34 attend Biggby, 5 Caribou, Tim Horton's as attended by 11 as 24 visits others other than Starbucks. The prices at Starbucks is considered to be either reasonable or not with regards to the statistics. Since the population is divided, a half for them supports this and half don't, therefore, prices can be either reasonable or not at Starbucks at an individual level.

I prefer making a purchase inside the stores rather than using a Drive Thru

Services. This is because, out of 96, 66 people prefer making a purchase inside the store and shows that it is better as only 30 prefer using a Drive Thru Services. While visiting Starbucks, 20 prefer going alone, 74 goes with a company of 2-3 and only 1 is accompanied by more than 5 people. Therefore makes me prefer to go with a party of 2-3 people.

Those who visit Starbucks always have their view on how they can improve Starbucks experience. As some have nothing that they can do to improve the experience at Starbucks, some have got their ideas. I will do the following to ensure that the experience at Starbucks is improved. I will ensure that more spaces for sitting is availed, as I set it with sofa set for comfort ability of the customers. I will also ensure that the menu is decent and in order for clarity on the side of the customers. I will also introduce varieties of drinks that satisfies tastes and preference of the customers.

Entertainment is also another factor that can improve experience at Starbucks. I will ensure that the music meets what my customers like. The type of the music will not be boring. Since majority doesn't come from the same background, I will ensure that my products prices tally with those of my clients. Their standards will not be that high to chase them away. As cleanliness is also a major key, I won't leave out. After all these are put in place one after the other, many will like Starbucks to an extent of inviting their friends. As a result, more production and more profit will an end result and will keep Starbucks at more.