

Starbucks case studyc essay

Business



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Required Knowledge, Skills and Abilities, Ability to work flexible hours, morning afternoon, evening, holidays, must be dependable, have good people skills, self- motivated, ability to delegate task, outgoing, customer service oriented, team player, energetic, ability to communicate clearly and effectively, ability to rapidly analyze, maintain vendor relationships, knowledge of the retail environment, strong problem-solving team-building skills, ability to work in a fast-paced environment, ability to deliver excellent customer service, working knowledge of financial reports, experience in inventory management, ability to problem solve, strong organization and planning skills, ability to be a team leader, strong people skills, ability to work under pressure. Working conditions, Constant standing/walking, occasional stooping, kneeling or crawling, occasional pushing, pulling, lifting or carrying up to 40 lbs. , occasional ascending or descending ladders, stairs, ramps, constant computer/POS Register and bar equipment usage, frequent, continual, intermittent flexing or rotation of the wrist(s) and spine, constant reaching, turning, and performing precision work around bar area, constant receiving detailed information through oral communication, constant talking, expressing or exchanging ideas by means of the spoken word, occasional Distinguishing, with a degree Of accuracy, differences Or similarities in intensity or quality of flavors and/or odors, constant clarity of vision at near and/or far distances.

Struck is an equal opportunity employer of all qualified individuals, including minorities, women, veterans & individuals with disabilities. Struck Case Study Structure can recall, my parents saying they could not start the day without a cup a coffee. Coffee for them is what alcohol is to a drunk, or

candy is to a child, sheer heaven. As one can imagine, coffee was a big word in my house. Even s I am a coffee hater, when I think of coffee, Struck flashes in my mind. In 1984, Howard Schultz, the CEO of Struck, used his business savvy and insight and created a niche in the market place.

He had a vision of a coffee house being a place for conversation and a sense of community, a place between work and home. Struck, in the beginning was a simple structure. To target a wider spectrum of consumer, they expanded and diversified their products line offered, and the growth forced the company to rethink their organizational design, which involves numerous activities that include sinning jobs, departmentally decisions, completing the company's structure, and outlining the best structural configuration (Reilly, Knick, Aback, 201 1), thus the new division structure was implemented changing the once centralized company to an organic/decentralized company focusing on the relationship between the headquarters and the divisions.

Division structures are efficient and effective by differentiations grouping of function, product, geographic region, customer, strategic business unit, and matrix. Struck has departmentally by function and geographic region. The company was divided into two regions of the world, Struck U. S. And Struck Coffee International (SIC), until 201 1 when they departmentally again and restructured into three global regions, China and Asia Pacific; the second, United States, Canada, Mexico, Latin America; and third, Europe, united Kingdom, Middle East, Russia, and Africa. They decentralization their powers of authority to trickle downward from the executives who oversee the company from its headquarters and district managers around the county

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who oversee regional groupings of stores and to the store managers who are in charge of and have shift supervisors who fill in when absent, who oversee the rest of employees.

With decentralization, the store manager has full autonomy to make their own decisions pertaining to what is best for its own store according to that market- place. The advantages of not having any interference from upper management, allows for quick response to situations in resolving customer complaints, which promotes customer service. The managers encourage employees to participation with the decision making process. The belief is this empowers them resulting in making them feel as if they have more input in the direction of the organization, thus creating more productivity.

Struck built the Company on open communication. The company relies on its patrons to post their views and share ideas at [http:// masterminded. Force. Com](http://masterminded.force.com) , My Struck Idea, for feedback on ways they can be better. The store is departmentally by function and with keeping cost down, the store manager cross-trains their employees to do multifunction task. If the stores serving food departmentally by product, they would have to hire more employees; one to run the bakery, one for the indices, one for the coffee, one for the tea, and so on.

Even though, the store would run just like an oiled machine, it would not be cost effective.