

Final team paper

[Business](#), [Company](#)



Business Research Method I Timothy Trautman, Kawaun White, Guillermo Lecca, and Germaine Washington QNT/561 January 15, 2013 Dr. Anthony Matias Abstract The research statement and motivation that will be analyzed is how to recycle at Starbucks in the most cost effective and efficient method. The company is facing multiple challenges but barriers from municipalities and training employees are two of its most difficult challenges. The methodology and research is based on the action research design and will detail how we get our results.

The result of our research indicates that recycling will be successful depending on the belief of the employee and customers. The conclusion of the analysis will show that recycling may be a personal preference but if the company can produce data that verifies it's environmental and financial benefits people may support the idea. Starbucks - Business Research Method I The objective of this analysis is to research a question that applies to a chosen organization.

The research will include an explanation of the operational definitions, dependent variables, independent variables, and characteristics specific to our research. In addition, the analysis will also identify, analyze and research these objectives while conveying how they relate to real life applications. Starbucks will be the focus of the research and the operational dilemma will be recycling and how to implement it as effectively as possible. Organizational Dilemma Research Question Starbucks is a company that believes in the importance of recycling.

Although, the process seems to possess a straight forward initiative in reference to recycling, there is a vast amount of material wasted that have
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some employees disgusted with Starbucks as an organization. “ But while recycling seems like a simple, straightforward initiative, it’s actually extremely challenging. Not only are there municipal barriers to successful recycling in many cities, but it takes significant changes in behavior to get it right. One wrong item in a recycle bin can render the entire can unrecyclable to the hauler. (Starbucks 2012) Research Design In performing research for Starbucks’s recycling efforts, staff members will study a variety of methods that will incorporate information to ensure that the appropriate cycling is performed. The action research design would best describe the type of research to perform for this case study. This type of research design follows a characteristic cycle whereby initially an exploratory stance is adopted, where an understanding of a problem is developed and plans are made for some form of interventionary strategy.

Then the intervention is carried out (the action in Action Research) during which time, pertinent observations are collected in various forms (Types of Research Design, 2013). This research will help the staff understand why and how the recycling method for Starbucks could be a good benefit for the company and the customers. Characteristics 1. Use for work or community situations. 2. Look to find a solution rather than testing out the main subject of the possible problem. 3.

This will show how recycling is well known to use whether on a personal or business level in order to reserve and gain. 4. The researcher will not leave out any information whether bias or not. The type of research utilized allowed the staff of Starbucks will to show customers how recycling is very important to the company and the environment. Expressing the honest

beliefs to recycling will let the public see how each cup sold should be recycled and in return the concerns of high pricing for Starbucks items would have the advantage to have a reduction. Dependent variable

The concern of making certain that the correct technique of recycling is taking place, this will involve each person. The research will show dependent variables because every customer will have the initiative to take part in a life-changing event. Even if Starbucks makes recycling a requirement to customers, in place of service, the customer still has the right to want to participate. When the process of recycling is in process the location that takes up the bins at that time will have the opportunity to make sure that each item is put into the correct place.

Operational definition The data to collect from those customers recycling versus the customers who are not choosing to recycle will lead to a strong belief to Starbucks' company that those customers who are passionate about the environment may not care to recycle. While there will be the data to collect from the customers that do not have the understanding of how recycling will help high prices for the cup of coffee purchased every morning.

Conclusion The researcher for Starbucks should always take into consideration that every customer has his or her own opinion.

Whether he or she wants to take a part of making sure that every recyclable item is done properly Starbucks is wasting the effort of what the company is doing for the environment. He or she will have to show customers and give more feedback as to why the customer and the company can continue to profit from recycling. References Starbucks (2012). Recycling and reducing

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