

# Good essay on organizational culture of starbucks

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## **Organization Culture of Starbucks**

Organizational culture is at the heart of operations in many organizations. This is because it sets certain beliefs that contribute to the proper management of an organization. Organizational culture is a set of beliefs and values that reflect in an organizational structure and approach of management (Markovic 6). Organizational culture varies among different organizations, and normally dictate the rules and norms that are to be followed in an organization. One such organization with distinct organizational culture is Starbucks, a company that distinguishes itself as a market leader in the coffee business. Starbucks has varied organizational culture compared to other organizations, with its organizational culture evolving within being a responsible business, training and value of its employees. Another notable culture that is employed by Starbucks is appreciating its customers. The company does this by ensuring its produce satisfy customer needs in order to entrench its culture of customer satisfaction (Oh and Pizam 482). Starbucks also enhances its customer experiences at most of its shops by creating a unique, and varied blend in terms of sizes, flavor in order to meet its client's expectations. Its unique operation also stretches far beyond, by maintaining an attractive, inviting, clean and friendly environment for its customers. The company enhances its effort in customer service, as well as values the customer's comments and recommendations in its business operations. Starbucks practices the concept of responsible business. This is vividly outlined in the company's mission statement. The company operates six categories that drive its corporate social responsibility segments. For instance, partners, coffee, neighborhood,

stores, and shareholder's that aim at addressing pressing issues within the society in which they operate. This helps the company to give back to the society. Starbucks also values its employees. This has made the company achieve a lot in its business. The company has an elaborate structure that help motivates the employees, as well as allow them feel like part of the organization. This greatly adds value and motivates the employees leading to exceptional performance at the workplace. These outlined cultures also depend on training, as a culture at Starbucks's that ensures that all staff are well trained in order to be more productive, and deliver by producing the right coffee. An elaborate and well-managed company such as Starbucks's has an organizational chart, which describes the levels of authority, as well as the lines of communication. This is because of its numerous segments, and operations that need to be managed by specific business segments. The company operates under the board of committee, who supervise all the sectors of the organization. Below the board is the Chief Executive Officer and the Chief Operating Officer. These are the senior management member who report to the board to highlight any problem. They are vested with the responsibility of managing the business units and the operations of the company. Under the C. EO are other key organs such as the human resources, marketing and supply chain operations. They coordinate workforce issues, marketing activities and strategies for the company as well as supply operations that dictate how coffee beans are sourced, produced and later distributed to various locations. In the organizational structure, there is the office of the global partnership, and other presidential offices, which are in charge of very large segments such as China and the entire

world. Starbucks organizational chart is quite in-depth and comprehensive. The company has three levels of management, with the board at the top. This enables it to run its vast operations effectively. Organizational chart.

## **Works Cited**

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