

Cross cultural perspectives persuasive essay

[Sociology](#), [Communication](#)



The company decided to use was Struck Corporation. Struck has been an iconic symbol in the coffee industry here in the United States. It is a place where people go to meet, work; do school work, and many other things. Struck Corporation has created an atmosphere that makes people feel okay with spending six dollars or more on a latte. Although its great success in the United States and many other countries, Struck has really struggled to thrive in Europe. Struck CEO Howard Schultz traveled to Italy in 1983 and was really inspired by their espresso bars.

He saw the potential in the concept of coffee house thriving in Seattle. Schultz really took that idea and sculpted it into everything the American people were looking for. As the company grew and expanded into other countries, it eventually came full circle and ended up back in Europe, where the idea began. This would prove to be more of a struggle than expected. You would think that Struck would thrive in a country that lives off coffee and tea. The espresso and latte experience in Europe is an everyday thing; apart of the culture.

Struck is having a difficult time bringing an American version of a coffee shop to Europe. Its reputation of having a fast food type atmosphere isn't doing the trick. The European people need a more intimate experience. One problem that Struck is having in Europe is the way they serve the coffee. The iconic paper cup and sleeve isn't cutting it in Europe. I feel it portrays a cheaper product. Also, Struck has a fast food type environment. When in Europe the coffee shops are sit down restaurants almost. Struck needs to learn how to adapt to the European cafe culture.

Struck very modern look and dcore have not been keeping up with the elaborate dcore of the cafeg's in Europe. In 2012 the New York Times captured a picture of a beautifully decorated coffee shop. It had big comfortable velvet chairs that filled the room. Chandeliers line the ceilings and just a beautiful atmosphere. To my surprise it was a Struck. They were successful in creating an atmosphere that holds to European tradition. In Europe you do not go to a coffee shop to be waited on. Even though they do have servers they do not work on tips.

All of this is very different from an American coffee shop. Struck has really perfected coffee shops here in America. Instead of an elaborately decorated room, it's more Of a modern and sleek area for enjoying your favorite cup of coffee. Also, there are no servers coming to your table, but energetic baristas brewing amazing coffee with a smile and a small conversation. Struck may be on to something in Europe trying to adapt to their way of doing things. In order to keep turning a profit out in Europe they must continue to disguise themselves as a local coffee shop.

In the New York Times article In Europe, Struck Adjusts to a Cafe Culture where they quote local coffee goers. Daphnia Monitor 19 year old Parisian said, " We see stars like Kim Sardinian in all the magazines walking around with a Struck," and, " My friends and I come because it's hip. " What this tells me is that the American lifestyle is being mimicked. Especially when very famous influential people are going to Struck regularly. There are several viable solutions for Struck in Europe. The key would be to not spend extramoneybut to shift the money that is being spent.

When opening new stores, Struck would have to go about the dcore in a different way. Change from paper cups and sleeves to mugs and plates, and still stay true to being environmentally friendly. Last, the training and Struck team should never change. Struck can change the dcore by going from a modern look and shift it to very elaborate looking decorations. Interior decorations in Europe don't have the same color schemes as we have here in the United States. Having big comfortable chairs of some kind of fabric instead of modern chairs and leather couches.

Incorporating chandeliers and mirrors to make the rooms kick bigger and fancier. One major misconception of Struck in Europe is the iconic coffee cups and sleeves. Unfortunately this is perceived as a lesser product, even though this is not the case. This will save money in several different types of cups, sleeves, and much more. A coffee cup that can be rewashed and reused will save a lot of money and will take very minimal water to wash. Also, adding Rupee's favorite treats to accompany the drinks will be a great addition. If the ambiance was altered and the cups changed, the consumer will not know he difference.

They are judging the coffee before they even get a chance to taste it. Some are lured in by the fact that it is an American company enjoyed by the stars. American celebrity endorsements and maybe invitations to store openings would help raise customer interest. Customers will continue to drink it as long as it is portrayed and interpreted as cool or hip. Lastly, the employee training is key. This is something that must not be tainted no matter what

changes around them. Customer involvement and connection has been and continues to be absolutely crucial part of Struck success.

This is what separates Struck from any other coffee shop American or European. Continuing to hire fun, charismatic, and hardworking people no matter what culture and nationality is essential to the company thriving anywhere. Also, putting the Correct people in management is a key part Of the team. In conclusion, there are several WAP to lure in the European people to Struck. Adapting to European culture can and will be very beneficial. SSH fitting the image slightly but keeping the priorities in tact will be essential. Changing from paper to glass mugs will help lower costs and bring people onto the stores.