

# Starbucks global strategy



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BUSTER**

Struck Goes " Global": An Investigation of Struck' Global Strategy The Struck Corporation is a roaster, marketer, and retailer of specialty coffee throughout the world, currently operating in more than 50 countries today (" Our Struck Mission"). Struck represents one of the most recognizable logos and companies across the globe today, continually expanding and diversifying their unique operations. The first Struck opened in Seattle, Washington in 1971 and since 1987 Struck has opened an average of two stores daily (Bonder).

Struck' success can directly be attributed to the quality and meaningfulness of their overall mission and vision for the global society. Struck aims to provide its customers with the highest quality coffee in the warmest and most welcoming setting; a setting where they feel embraced by their individual community and as if they belong to something or somewhere truly unique and identifiable to themselves individually. They constantly strive to engage with new markets, satisfying each community wants and needs with the utmost of respect for their cultures.

In order o truly embrace and appreciate the quality behind Struck' global strategy, it's essential we recognize the foundation of their business and the derived successes of their worldwide contributions, their local efforts and how it applies to the Chicago area community in particular, and the ways in which Struck makes even the most foreign places feel local and community-oriented. Struck is one of the fastest-growing companies in the world and has achieved such great success by developing one of the most concrete and appreciable business models out there.

They provide an ideal work environment for their employees and offer phenomenal benefits, such as healthcare benefits for even those employees who just work part-time. This essence of treating your employees as if they're like your customers is what we refer to as "internal marketing". Internal marketing can provide great benefits by strengthening the connection between a company's employees and the overall mission and values of the organization. When employees are motivated and have a strong appreciation and dedication for the company they work for, that company can accomplish so much more.

Struck understands that in order to achieve great success on such a large scale, it must first build a concrete and stable domain. Struck thrives on the following three items: high-quality coffee, excellent customer service, and providing customers with the ideal coffeehouse experience, comforting their own community in a unique way. When considering these factors, we see that it's no wonder that Struck has become a global leader in the beverage industry. Many companies fail to succeed when extending internationally because they fail to identify their new global locations with the particular community they're located in.

Consumers of all kinds, of all geographic regions, and of all tastes and preferences want to feel welcome and apart of the energy flowing through the places they visit and spend their hard-earned money at. So how does Struck achieve such big goals in rather unfamiliar territory? They do so by adopting new standards for each of the cultures they enter so that they are capable of providing new consumers with the ideal coffeehouse experience for their own individual wants and needs. Understanding and appreciating

the areas in which you operate business is a key factor of success when going global.

Newcomers want to feel welcome and at ease when testing out unfamiliar territories, yet still intrigued and excited by a new idea. A great example of how Struck made this dream an aspect of their reality is the story behind the development of their brand new lambi, India location. Over the last thirteen years Struck' presence in China has taught them a variety of vital factors for opening stores internationally. Struck quickly discovered China's prime time for tea and noticed that coffee was preferred only in the non-morning, or afternoon hours.

In Europe, they also saw a need for exotic foods and after adopting these new foods into their European manner they found great success. When Struck decided to expand to India, they took factors such as their fast-paced way of life, their emphasis and passion for social corporate responsibility, and their craving for teas and lemonades into consideration (Kinetic). Struck made the decision to partner with Data Global Beverages to ensure ideal returns for customers and the company itself as Data Global had much experience with the Indian market.

Through in-depth research, Struck has seen that " India is full of young people looking for an intimidating place to hang out, away from the prying eyes and cramped quarters of home" (Kinetic). From these findings they have structured their India locations to create such an environment that's aimed at young people by keeping hours open late, inviting a wide array of cultural foods on their menu, and focusing their drink menus on different

types of tea as " Most Indians still begin their day with a steaming cup of milky, sweet chi tea" (Book.

Such considerations are representative of some of the ways that Struck aims to provide unique, community-emphasized setting in their international locations and the success they've acquired from their international presence shows us that these are in fact the keys to global success. As mentioned earlier, Struck strives on being innovative and offering its customers the ideal, community-oriented environment. It's a place where coffee drinkers can come to relax, read, or study, and makes the perfect meeting place for friends and colleagues.

Struck, with its innovative approach, wanted to add to the coffeehouse experience in its U. S. Stores as well and after much consideration they have begun a new wave of the coffeehouse experience throughout its already existing stores. When the company recognized its lack of popularity in the late afternoon and evening hours, they soon decided they wanted to develop something U. S. Consumers would truly appreciate and that would appeal to those perhaps heading home from work or those soccer moms who just need a break once in a while.

With these considerations in mind, Struck introduced the " Struck Evening" menu which offers a selection of red and white wines, beer, and a sophisticated array of small plate items such as rosemary cashews, bacon-wrapped dates, and sharable chocolate fondue (York, " Struck to Add"). The " Struck Evening" menu is available to customers after 4 p. M. And will be available only in select stores across the United States. Struck spokesman,

Alan Hollowing, Justifies Struck' new successes as last December he claimed, " At the six stores currently open in the Seattle area and Portland, same-store sales after 4: 00 p. . Have increased by double-digit percentages" (York, " Struck Bringing Beer"). If that doesn't scream success, we don't know what does! With proven successes at their Seattle and Scumbag locations, " Struck is leaning [to expand] to offer wine and an evening menu at as many as six more Chicago-area locations by year end, including openings in Burr Ridge and in the city at Sheffield and Diverse avenues," with " Two more Chicago locations in the permitting process" (York, " Struck to Add Wine").

In locations offering the new " Struck Evening" menu, you will find an almost identical physical flow through the store as has always been in the past; customers will order their small plate items and drinks, alcoholic and non-alcoholic, at the register and only limited table service will e provided. Struck hopes to eventually even showcase live music and theatre performances and to host a variety of events and activities from poetry readings to book club meetings to add to this new style of the coffeehouse experience. U.

S consumers have shown to easily adapt to this new afternoon setting and many are voicing their positive opinions and appreciation of Struck' new and exciting idea. Struck plans to remodel stores across the United States who are planning to adopt the new " Struck Evenings" menu and in an article in the Chicago Tribune hey highlight the positive economic effects of Struck' investment decision claiming that, " Struck plans to open six to 10 new stores and remodel another 100," going on to say that, " Each remodel

employs 30 to 50 construction workers and new stores represent about 15 Jobs apiece" (York, " Struck Brining Beer").

With the poor economic state our country has faced since 2008, consumers are showing greater appreciation than ever before for Struck' meaningful contributions and positive influences across the nation both socially and economically. Through the years, the Struck Corporation has been known for its innovative products and services. They've added numerous flavors to their coffees and teas, they've diversified and expanded their food menu by different cultural preferences, and they've become one of the first to offer late night hours and Internet capability (free Wi-If? yahoo! In stores located worldwide. Struck has created the ideal environment for those catching up on work, meeting with a few friends, or even for getting that valuable alone time we all desire after a long days work. Struck entities to emphasize the value of quality interaction with their customers and they make it a priority to create and to maintain a sense of community that's unique to each and every one of their stores.