



COMPANY ANALYSIS

STARBUCKS

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME : FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING
BACHELOR OF GEOMATICS (HONS)

SEMESTER : 8

PROJECT : SMART TITANIUM TUMBLER

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EXECUTIVE SUMMARY

Starbucks is a world-famous brands. It is known served with the best premium coffee services and other food included such as pastries. This company research focuses on the plant nursery bag developed by Respack manufacturing to be investigated, detected, and analysed, as well as their current problems and solutions. The first problems is about their safety issues and another problems is weight saving cause of the stainless steel material used is quite heavy to bring it everywhere. Aside from that, innovation has been taken initiatively to solve the problems. According to the material used for the tumbler, the best , strong and lighter weight and also tech capabilities to preserve the drinks temperature would be chosen. Regarding with safety issue, might be add on breathable rubber for better gripping purpose and hanging loop. All of these solutions are thought to assist Starbucks merchandise in delivering high-quality products to be served to their customers in order to continue their business's growth, innovations, and future successes.

1.0 INTRODUCTION

1.1 Background of The Study

Tumbler cups are typically used for cold beverages such as coffee, iced teas, smoothies, and summer cocktails. They're usually made of plastic or metal. A double-walled stainless steel tumbler, such as the Starbucks Tumbler, can keep hot and cold drinks warm. Reusable tumbler cups are not only more environmentally friendly than plastic tumblers; they are still very fashionable and convenient for outdoor activities. Fill an insulated tumbler cup with your favourite drinks and you can leave the cooler bag at home. A personalised tumbler may also be a fashionable and long-lasting present for friends, families, or coworkers. Starbucks' brands have been world-famous. Their coffee, services has become all time favourite to people, and they also produced tumblers with high end prices which is relevantly with the quality and its tech capabilities and became a high demand from people nowadays.

1.2 Problem Statement

Everyone has been using tumblers nowadays and keep it accompanied to stay hydrated with an excellent temperature drinks, neither hot or cold. Tumblers has been produced specifically on their design and material used however production neglected the product safety and weight issued that brings difficulties to users. The tumblers itself not really flexible to such outdoor activities since there are no safety such as excellent gripping material. Therefore, efficient tumblers on such tech capabilities have to be more practically used by users.

1.3 Purpose of study

The purpose of this study to investigate and analyse the company-based product by SWOT analysis on product flaws and proposed solutions regarding their problems. By this analysis done, new product with full innovation will draw opportunity to exploit the market and commercial this product.

2.3 Organizational structure

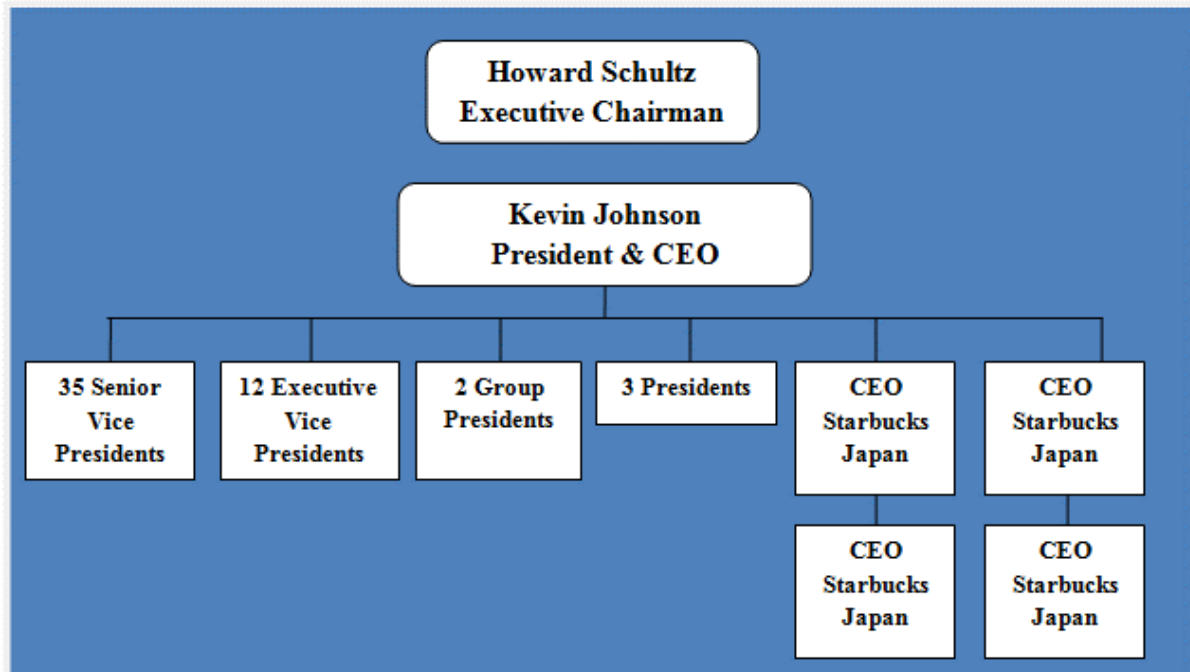



Figure 2: The organizational structure of Starbucks

2.4 Product/ Services

Table 1 : Table of list product/services

Services	Description
<p data-bbox="293 1346 695 1382">High quality Coffee and drinks</p> 	<p data-bbox="810 1346 1385 1675">Starbucks' primary goal is to become the leading brand and manufacturer of fine coffee in each of its target markets on a national and international scale by offering the highest quality coffee and related items and delivering first-rate customer service. Starbucks buys and roasts high-quality whole bean coffees to market with freshly brewed espresso drinks.</p> <p data-bbox="810 1715 1385 1854">Starbucks offers more than just premium coffee; it also sells handcrafted drinks, pastries, and, in some markets, sandwiches and salads.</p>