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STARBUCKS COFFEE CASE STUDY 1



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## COMPANY ANALYSIS

### STARBUCKS COFFEE

PRINCIPLES OF ENTREPRENEURSHIP (ENT530) : CASE STUDY

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## STARBUCKS COMPANY'S INFORMATION

### The Starbucks Story

Our story began in 1971. Back then when we were a roaster and retailer of whole bean and ground coffee, tea and spices with a single store in Seattle's Pike Place Market.

Today, we are privileged to welcome millions of customers through our doors every day, in more than 17,000 locations in over 50 countries.

### Folklore

Starbucks is named after the first mate in Herman Melville's Moby Dick. Our logo is also inspired by the sea-featuring a twin tailed siren from Greek mythology.

### Starbucks Mission

Our mission: to inspire the nurture and human spirit – one person, one cup and one neighborhood at a time.

### Our Coffee

We've always believed in serving the best coffee possible. It's our goal for all our coffee to be grown under the highest standards of quality, using ethical sourcing practices. Our coffee buyers personally travel to coffee farms in Latin America, Africa and Asia to select the highest quality Arabica beans. Once these quality beans arrive at our roasting plants, Starbucks experts bring out the balance and rich flavor of the beans through the signature Starbucks Roast.

## INTRODUCTION

**Starbucks Coffee.** Everyone know the coffee of Starbucks as it's been a number one coffee in the world. When the company has widened as well as growing, the profit is increases also the problem occurs. During this new era, there is many problems may happen where it will along with the technology, product, and demand. Also, with the process. In this case study, we will explore more regarding problems that Starbucks faces in becoming the number one coffee house in the world.

In this case study we are focused on the **dilutes coffee brand, choice overload and complicates supply chain also employee training.** It is related as there is many choice of coffee house in the worldwide including Malaysia and that affected the number of employee. The benefits for employee will also take part to attract more people works with Starbucks. There are many cases could be study regarding this company and its journey. Hence, we choose the three business problems.

Purpose of this study is allocated and allow us with real expertise and understanding, as well as judgement to excel those problems. To have a deep thinking with different perspective. Including to analyse the case using relevant theoretical concepts which is by using the tool BMC (Business Model Canvas).

## **Our Stores**

Our stores are welcoming third place for meeting friends and family, enjoying a quiet moment alone with a book or simply finding a familiar place in a new city.

***Total Stores: 17,009 (as of January 2, 2011)***

***8,870 Company-owned***

***8,139 Licensed stores.***

## **Operating in more than 50 countries**

Argentina, Aruba, Australia, Austria, Bahamas, Bahrain, Belgium, Brazil, Bulgaria, Canada, Chile, China, Cyprus, Czech Republic, Denmark, Egypt, El Salvador, England, France, Germany, Greece, Hong Kong, Hungary, Indonesia, Ireland, Japan, Jordan, Kuwait, Lebanon, Malaysia, Mexico, New Zealand, Netherlands, Northern Ireland, Oman, Peru, Philippines, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, Scotland, Singapore, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, United Arab Emirates, United States and Wales.

## **Our Partners**

We offer the finest coffees in the world, grown, prepared and served by the finest people. Our employees, who we call partners, are at the heart of the Starbucks Experience,

Our stores partners are committed to coffee knowledge, product expertise and customer service.

We believe in treating our partners with respect and dignity. We are proud to offer two landmark programs for our partners: comprehensive health coverage for eligible full and part-time partners and equity in the company through our Bean Stock program.

## **Our Products**

**Coffee:** More than 30 blends and single-origin premium Arabica coffee.

**Handcrafted Beverages:** Fresh-brewed coffee, hot and iced espresso beverages, coffee and non-coffee blended beverages, Vivanno smoothies and Tazo teas.

**Merchandise:** Coffee and tea-brewing equipment, mugs and accessories, packaged goods, music, books and gift items.

**Fresh Food:** Baked pastries, sandwiches, salads, oatmeal yogurt parfaits and fruit cups.

**Consumer Products:** Products in 13 countries (Austria, Canada, China, Denmark, Germany, Ireland, Japan, Korea, Mexico, Norway, Spain, UK and U.S.) in three categories:

- **Coffee and Tea:** whole bean and ground (Starbucks and Seattle's Best Coffee brands), Starbucks VIA Ready Brew, Tazo tea filterbags and tea latte concentrates.
- **Ready-to-Drink (RTD) :** Starbucks bottled Frappuccino coffee drinks, Starbucks Discoveries chilled cup coffees, Starbucks Doubleshot espresso drinks, Starbucks Doubleshot Energy + Coffee drinks; Seattle's Best Coffee Iced Lattes, Tazo bottled iced and juice teas.
- **Starbucks Ice Cream:** Super-premium coffee and coffee-free flavors.

## **Brand Portfolio**

Starbucks Coffee, Seattle's Best Coffee, Tazo Tea and Torrefazione Italia Coffee.