



اَوْنَبُوْ سَيِّدِيْ تَتِيْكَوْلُوْ كِيْ مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## COMPANY ANALYSIS

STARBUCKS KLUANG MALL

**TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY**

**FACULTY & PROGRAMME** : HEALTH SCIENCE (ENVIRONMENTAL  
HEALTH AND SAFETY)

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**PROJECT TITLE** : CASE STUDY OF STARBUCKS KLUANG  
MALL

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# 1. INTRODUCTION

## 1.1 Background Of The Study

This study is about the most leading brand and retailer of finest coffee which is Starbucks Coffee Kluang Mall. This store is master franchise around the Malaysia. The company target markets nationally and internationally by selling the best quality coffee and related products, and by providing high class customer service. The reputation of brand name and image of Starbucks allow brand recognition and consumer retention. Therefore, the expanding of stores to other countries is more proficient and easier. Starbucks features a variety of hand-crafted beverages, pastries, a selection of sandwiches and merchandise. The Company brings the technology to use in the stores in order to attract more customers. The revenues of Starbucks in 2018 were \$6.3 billion. The exponential growth in revenue and profit creates the strong financial statement and reliability to shareholders.

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## 1.2 Problem Statement

There are few problems in Starbucks Kluang Mall store :

- i. Complaints received about the taste of the beverages. Some customers will complaints the beverages is too sweet and too milky.
- ii. Customers will be waiting for a long time and long queue to get their beverages.
- iii. There are not enough barista to clean the used beverages and cause customers uncomfortable to drink in the store.
- iv. There are plenty of unsold foods such as cake, sandwich and muffins.
- v. Some of part-time barista will quit the job without notice and it will affect the labor store service.
- vi. On the technology aspects, sometimes the store wifi is slow.

### 1.3 Purpose Of The Study

The purpose of this study are :

- i. To study the marketing strategy system apply in Starbucks Kluang Mall.
- ii. To make recommendation improves the store productivity and efficiency of customer service

## 2. COMPANY INFORMATION

### 2.1 Background

#### 2.1.1 General

Starbucks Coffee company is headquartered in Seattle, Washington. It began in 1971 with just one retail store at Seattle's historic Pike Place Market. Now it has become the leading brand and retailer in the world. The main aim of Starbucks is to become the leading brand and retailer of finest coffee in each of its target markets nationally and internationally by selling the best quality coffee and related products, and by providing high class customer service.

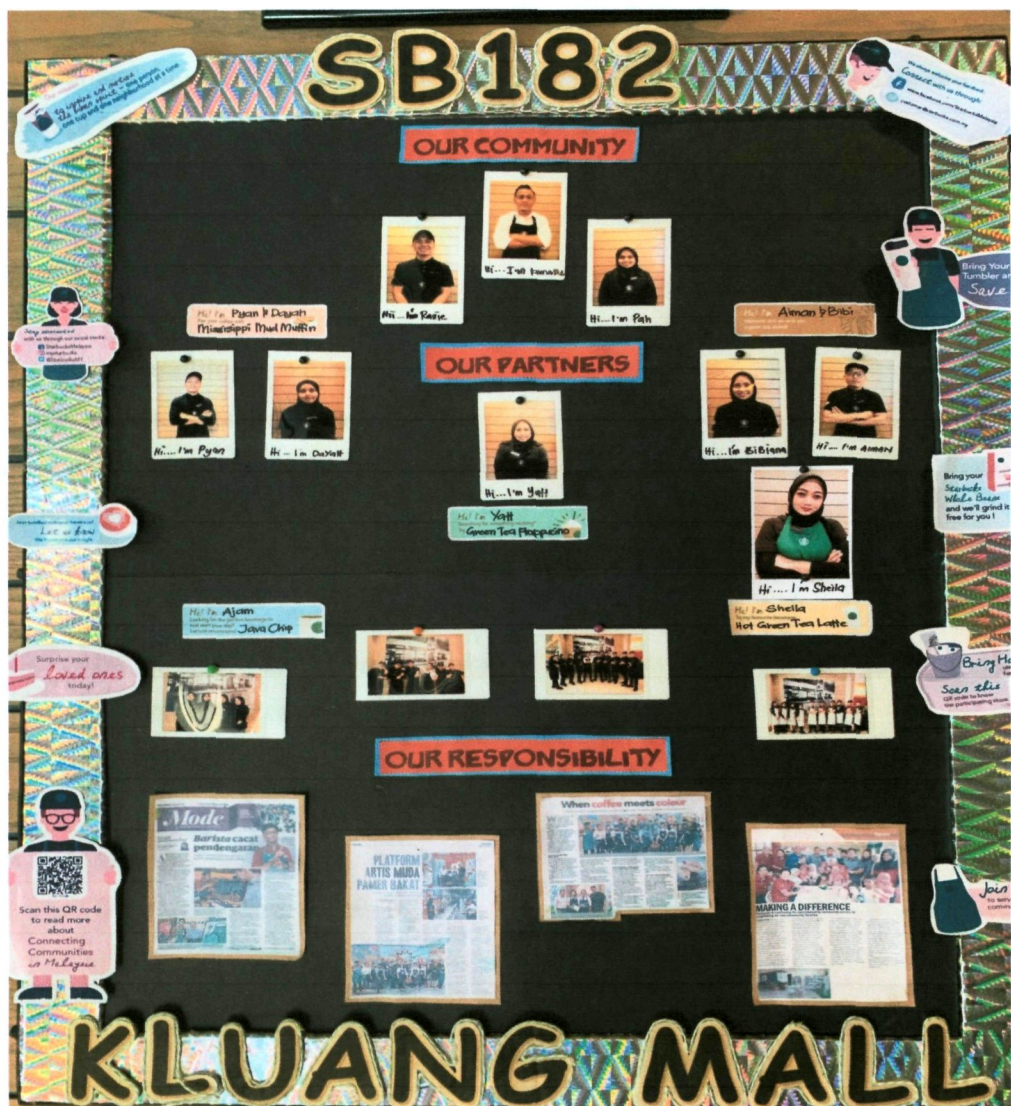
#### 2.1.2 Starbucks Kuang Mall

Starbucks in Malaysia is operated by Berjaya Starbucks Coffee Company Sdn Bhd., a licensee of Starbucks Coffee International. Starbucks Coffee Malaysia opened its first store on 17th December 1998 at KL Plaza in Jalan Bukit Bintang, Kuala Lumpur. Starbucks Kluang was opened on 13 February 2013. Its located at Kluang Mall. It also known as SB182, its mean the 182th store opened in Malaysia. The business of this store basically are selling of espresso and coffee beverages, non- espresso and coffee beverages, coffee-related accessories and equipment, gift and merchandise, souvenirs, pastries and confections.



## 2.2 Organizational Structure

In Starbucks Kluang, there are 9 staff working here. The store manager of Starbucks Kluang is Kamarul Nizam Bin Satiman. He was experienced as a barista for 10 years and 3 years as store manager. There are 2 shift manager on duty which is Mohd Radzi Bin Azman and Sharifah Faizleen Binti Syed Yahya. There are 6 barista who will handle cool beverage station, bar station, food station and point of sale.



The Organisational Structure Of Starbucks Kluang