Title

Name

Course

Institution

Date

**Starbuck’s stock quote**

Exchange NASDAQ: SBUX

Price $78.05

Change (%) +0.75%

Volume 4,967,928

Today's Open $77.59

Previous Close $77.47

Intraday High $78.40

Intraday Low $77.34

Week High $78.40

Week Low $47.37

Data as of *05/03/19 04:00 PM*

*Source :(* Starbucks, 2019)

The closest competitor of Starbucks Corporation is McDonald’s Corporation

**McDonald’s stock quote**

Exchange: NYSE: MCD

Price $197.52

Change (%) +2.91 ( 1.5% )

Volume 2,896,830

Today's Open $195.3

Previous Close$194.61

Intraday High$197.97

Intraday Low$194.75

Week High $200.00

Week Low $153.13

Data as of *05/03/19 4:00 PM*

Source :(McDonalds, 2019).

**Does Starbucks Corporation appear to have an operating philosophy that is similar or dissimilar to other corporations in the industry?**

Starbuck Corporation depicts a unique operational philosophy and which is also different in the market. The company ensures employee priority and hence portrays employee first philosophy and which is dissimilar when compared to its competitors. The competitors of the company use the product –focused philosophy. Also the Corporation ascertain that prioritizing its employees instead of their customers would grant them a competitive advantage over their direct competitors. The CEO of the corporation believes that the company was initially built with the employees (Moore, 2007). Additionally, they believe that training and hiring potential workers would also lead to effective customer relations.

Companies can apply employee-first philosophy to assist them in creating substantial organization value that is beneficial for the company. However, if a company applies the product-focused strategy, they seem be focused in providing services which satisfy the customer needs.

References

McDonalds. (2019). Stock Quote & Chart. Retrieved from <https://corporate.mcdonalds.com/corpmcd/investors-relations/stock-information/stock-quote-and-chart.html>).

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