Business Management

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**Facility Layout of Starbucks and Coffee Bean & Tea Leaf**

* Entrance layout of both (Coffee Bean & Tea Leaf and Starbucks) are designed in a fine desirable manner and they place their own promotion menus at the end caps.
* The interior design with coffee and tea of Coffee Bean & Tea Leaf is to bring customers towards their main products while Starbucks prefers to work on making environment pleasant feeling to the patron as well as the major concern is to attach with the people (Kalidindi, 2019).
* The lightening of Coffee Bean & Tea Leaf is dim and fewer people prefer it but lightning of Starbucks is bright and most of the customers prefer brighter lightening especially during busy moments or chats (Kalidindi, 2019).
* In terms of furniture, most of the customers prefer and like the furniture setup of Coffee Bean & Tea Leaf and it is the choice of many customers as compared to Starbucks because Coffee Bean & Tea Leaf use various cozy sofa while Starbucks only have round wooden seats with having few sofas.
* By looking at customers preferences, it has been analyzed and found that people mostly prefer and visit Starbucks (Kalidindi, 2019). Based on research from three-quarters of respondents, Starbucks is located near to sports shops, cinemas, and bookstores.

**How each of the layouts enhances or hinder productivity**

* The entrance of a coffee chain put huge efforts in productivity enhancement because if the entrance is good then a higher number of customers will visit and productivity will be high accordingly.
* The purpose of interior design is to attract customers so as to better as the design as much you will have more customers because of having a high attraction which leads to productivity and customers experience enhancement (Kalidindi, 2019).
* Lightening and furniture setup play a vital role while it comes to the coffee chain because these things provide convenience to visitors. So making them better will lead to an increase in the number of visitors which will put a positive impact on productivity and customers' experience.
* Location is an important factor in facility layout. It makes easy for customers to visit comfortably, so locating near to target customers means gaining a higher number of visitors. And if you have a higher number of visitors because of your fine location then the productivity will be higher and visitors will experience better convenience rather than in case of a lower number of visitors (Kalidindi, 2019).

Reference

Kalidindi, R. (2019). *Starbucks Vs Coffee Bean Tea Leaf- Customer Experience Insights*. *Ravi.today*. Retrieved 4 May 2019, from http://ravi.today/research/starbucks\_vs\_coffee\_bean\_and\_tea\_leaf\_word\_cloud.html