Starbucks

[Name of the Writer]

[Name of the Institution]

Starbucks

**Overview of the Starbucks’ Performance Management System**

 Development and acquisition of most aligned and comprehensive performance management system of Starbucks are one of the reasons for its great success. The management of the organization always adopted the flexible performance management system according to the actual needs of all the stakeholders such as customers and employees as the main partners of the business. The focus of the higher management of the company is to utilize and properly incorporate different forms of performance management systems considering the actual vision and mission of Starbucks. Total Quality management System is one of the prominent forms of the performance management system applied by Starbucks to meet the potential business goals in both short-run and long-run. The main aim of this form of consideration is to ensure the proper and successful functioning of all business operations to meet the objective of continuous quality improvement. The main focus of this particular performance management system is to ensure the supply of high-quality products for the customers effectively and efficiently.

**Description of the Various Interrelated Procedures**

 Appropriate development of the performance management system in Starbucks is only possible through the proper alignment of all the interlinked aspects. Accurate integration between different performance procedures is the key to success in case of the performance management system of Starbucks. Various and unique tools used by the Organization to assess and appreciate the performance level of all the workers. Performance appraisal is one significant aspect utilized by Starbucks to evaluate the actual performance level of the workers considering the actual requirements set by the management. The modern domain of performance assessment in the form of performance feedback procedure is used by Starbucks to identify the actual approach of performance in case of employees working at a different level of management.

**Annotated Bibliography**

**Aiello, G., & Dickinson, G. (2014). Beyond authenticity: A visual-material analysis of locality in the global redesign of Starbucks stores. *Visual Communication*, *13*(3), 303-321.**

In this research article, the main focus of researchers is to critically analyze the global store design strategy initiated by Starbucks in 2009. The objective of this form of consideration is to evaluate the effectiveness of this specific business strategy considering the features of economic crisis, increasing brand reduction, and the accelerating phenomenon of growing competition in international business. The particular approach of visual-material analysis is apprehended by the researchers to figure out the effectiveness of Starbucks’ strategy in the form of redesigning of its global business. The particular prospect of authenticity in the forms of textual and symbolic arrangements is defined as the necessary condition to attain the actual objectives of the global business. The information shared by researchers through this research study can be valuable for the final project when it comes to the assessment of the entire performance management system of Starbucks.

**Geereddy, N. (2013). Strategic analysis of Starbucks corporation. *Harward [Електронний ресурс].–Режим доступу: http://scholar. harvard. edu/files/nithingeereddy/files/starbucks\_ case\_analysis. pdf*.**

The comprehensive approach of strategic analysis is used by Geereddy (2013) to evaluate the success of Starbucks’ Corporation. Different aspects of Starbucks’ business were clearly examined by the researcher to identify the main successful forms of its business. Another significant aspect of this analysis is that it provides the explicit potential of the overall industry. This form of consideration eventually helps to determine the effectiveness of all the different business strategies adopted by Starbucks. External and internal analysis of the overall potential business for Starbucks ultimately helps to figure out that the company of Starbucks have the potential to successfully utilize its business strength in the form of competitive advantage.

**Goetsch, D. L., & Davis, S. B. (2014). Quality management for organizational excellence. Upper Saddle River, NJ: Pearson.**

The framework of quality management is discussed by Goetsch and Davis (2014) in a detailed manner. The content of this piece of research work is suitable to enhance the understanding level about the concept of quality in case of business. It can be vital to evaluate the business and performance prospects of Starbucks through the theoretical grounds of a total quality approach. The information shared by the researcher can be further helpful to offer suitable strategic measures for Starbucks.

**Kirkpatrick, Rob. (2019). HUMAN RESOURCE ASSESSMENT OF STARBUCKS. *Robkirkpatrick.com*. Retrieved 3 August 2019, from https://www.robkirkpatrick.com/wp-content/uploads/2019/03/HR-Assessment-of-Starbucks.pdf**

The research work provided by Rob Kirkpatrick is one significant research approach to critically examine the different approach of human resource management adopted by the organization of Starbucks. This piece of knowledge can be helpful to examine how existing strategies of Starbucks can be useful to successfully deal with potential opportunities and challenges in the future. The comprehensive form of knowledge provided by the author can be effectively utilized to figure out different business dimensions of Starbucks.

**Otley, D. (1999). Performance management: a framework for management control systems research. Management accounting research, 10(4), 363-382.**

The approach of performance management is also critically discussed by David Otley (1999) is his research article. The aim of this research article is to deliver a particular framework to evaluate the effectiveness of the management control systems considering various forms of organizational issues. It is clearly revealed by the researcher that three particular domains, budgeting, economic value added, and the balanced scorecard play critical role to determine the effectiveness of the management control system. This piece of information can be further utilized to evaluate the performance system of Starbucks for the final project.

References

Aiello, G., & Dickinson, G. (2014). Beyond authenticity: A visual-material analysis of locality in the global redesign of Starbucks stores. *Visual Communication*, *13*(3), 303-321.

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