Strategic Analysis for Starbucks

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**Introduction of Starbucks**

 Starbucks Corporation is an American coffee company and coffeehouse chain. This particular business organization successfully functioning in different parts of the world as renowned global corporate company. This specific organization is selected as the case study because the strategic domain is one critical aspect of the overall functioning of the company. It is vital to examine how different strategic initiatives of Starbucks eventually influence the business paradigms for the company.

**History, Industry, and Market Position of Starbucks**

 The organization of Starbucks started its business from Seattle, Washington, on March 31, 1971. There are three partners who take the initiative in the form of the coffee business. The name of the company inspired by the character from the book Moby-Dick. Eventually, Starbucks expanded its business in the form of different business outlets in America and the other parts of the globe. The business company of Starbucks associated with the industry of fast food restaurant chain. It is essential to examine the actual market position of Starbucks to ensure the actual effectiveness of the strategies adopted by the company’s management. Starbucks attained and sustained its market position as the third-largest fast-food restaurant chain operating in the fast-food industry (Brooks, 2012). Market segmentation and targeting are critical business aspects that are considered by the management to enhance its market positioning.

**Starbucks’ Staff, Relations, Corporate Culture, and Mission**

 The management of the company greatly focuses its workers to create necessary corporate partnership. Employees in organizational setting recognized as the partners who are active contributors in the case of overall operations of the company. Comprehensive understanding of the organization’s culture and values defined the actual role and position of the company’s employees. Flexible organization’s culture allows employees to work as active partners to achieve corporate aims. The management of the organization is focused on ranked staff members as the main stakeholders when it comes to successful implications of different business objectives.

 The higher management of the company is committed to set strong relations with all the stakeholders recognized in the form of employees, suppliers, and customers. The aim of this consideration is to develop a proper corporate chain with the main partners of the business. Detailed assessment of business strategies indicates that employees are the priority for the management to achieve objective of corporate social responsibility. Provision of feasible working environment is one necessary condition for the organization to ensure the proper development of relation and association. Identification of the corporate culture of Starbucks is also essential to determine moral standards of the organization. Active belonging and diversity are the key elements of the organizational culture of Starbucks. All the staff members warmly greet all the potential customers to convey strong cultural impression (Plog, 2005). Identification of the mission of Starbucks is vital to approach to determine the actual business approach of the company. The mission statement of the company is the indication of actual objectives set by the higher management. The management of Starbucks defines its mission statement as: “To inspire and nurture the human spirit-one person, one cup and one neighborhood at a time.” The mission statement of the company is the representation of values and business standards set by company.

**Sustainable Initiative in case of Starbucks**

 It is vital to examine the effectiveness of sustainable initiatives adopted by Starbucks to meet its strategic objectives. Identification of the aspect of sustainability helps to determine the strategic domain of the company. The management of the company is keen to adopt different initiatives to meet the standards of sustainability (Lee, Duda, James, Mackwani, Munoz, & Volk, 2007). It is critical to evaluate the prospect of sustainability in the context of both management and the relevant stakeholders. Starbucks adopted different sustainability initiatives in different time-periods to develop a significant connection with the related environment.

 Comprehensive strategic analysis of Starbucks reveals that the management of the company is keen to profoundly involves in the overall spectrum of corporate sustainability. Recycling and waste reduction are established as one significant corporate approach adopted by the company in the form of sustainable initiatives. Starbucks Café initiated the idea of commercial recycling in different parts of the world to meet the corporate standards of proper waste reduction. The focus of Starbucks to actively work with the local communities to achieve the targets of recycling effectively and efficiently. Energy conservation is another prominent form of sustainable initiative to meet the objective of proper consumption of energy. Different renewable sources are used by the company to save energy as much as possible. The management of the organization is also greatly focusing to develop HVAC systems in stores to achieve the target of environment-friendly business around the globe (Lee et al., 2007). The facet of sustainable initiative in case of Starbucks can also observe in the form of water conservation. It is observed that the huge quantity of water is utilized in Starbucks stores to brew coffee and tea beverage. The management of the company is interested to adopt new technologies to reduce water consumption and meet the target of water conservation. Saving green environment is one prominent aspect offered by Starbucks in the form of sustainable initiative. The organization pf Starbucks is always keen to design and operate a friendly environment to ensure the safety of the natural aspects of the environment. Recycled flooring tiles used by the company to ensure the proper utilization of the resources.

**References**

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