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Marketing and PR

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Starbucks Future

How is Starbucks handling the Environmental Forces?

Founded in 1971, Starbucks has now emerged as an international brand. As the most famous coffee brand, Starbucks lead the market of sustainable business and modernism. This success is credited to Starbucks for its ability to address the requirement of external factor. The recent studies about Starbucks suggest that it remained successful in influencing the remote characteristics and macro environment. They are handling the environmental forces by continuously monitoring the macro-environment and by addressing the external factors, identified in their latest PESTEL analysis. It suggests that the company might keep on improving despite the undesirable forces impeding over it. It has depicted some practical manifestations of handling the environmental forces, in the following manner:

* By promoting regional integration of markets
* By improving institutional support for its infrastructure
* By avoiding bureaucratic red tapes in the less developed countries

These steps indicate the ability of Starbucks to hold the defense of its brand against the environmental forces.

What has Starbucks achieved this year in the United States?

There are many successes on the credit of Starbucks. Since its foundation in 1971, the company has achieved certain milestones. With each passing year, Starbucks has crossed milestones both in terms of economic gains and cultural influence. In 2018, on ‘Equal Payday’, Starbucks with 25 other American companies agreed to share a set of pay equity principles. Starbucks aims at eliminating the gender pay gap, since from its creation it has adopted a policy of equal wage for each gender (Alwaleed et al, 2019). In the very same year, Starbucks announced that it has achieved the milestone of assuring pay equity for all of its employees. Starbucks is committed to reducing the gender pay gap throughout the United States by collaborating with such employers. From a social point of view, Starbucks aims at strengthening communities. Since it has a regional structure spanning many countries, therefore, it aims at expanding its influence throughout these countries. The economic expert believes that strengthening communities could be a head starter for Starbucks.

Works Cited:

Alwaleed, Nourah, et al. “A Case Study on STARBUCKS.” *Journal of the Community Development in Asia*, vol. 2, no. 2, 2019.