

Coffee Whirlwind：Starbucks

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Coffee Whirlwind：Starbucks

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## **Abstract**

Since coffee was introduced to Taiwan, more and more people have had the habit of drinking coffee. Some people have to drink 2~3 cups of coffee per day, and even people's working efficiency will be reduced if they don't drink coffee, which is called Caffeine Intoxication. Coffee plays an important role in the part of afternoon tea. When we feel starving, we drink coffee to fill our stomach for temporary. It can also refresh your spirits for a while. Therefore, from street vendors to specialty stores also start to sell coffee. They sell coffee, juices, desserts, bread, sandwiches, and so on. The coffee shops offer the comfortable atmosphere for customers. People often regard it as a good place to spend their free time with family, friends, and colleagues. Among all the coffee shops, "Starbucks" seems to be the most representative one. Although it sells products alike as other coffee shops and they have similar management model, "Starbucks" has become one of the most popular workplace for youngsters to apply for. How can "Starbucks" be the symbol of coffee shops for such a long time? What are the most popular beverage and dessert in "Starbucks"? Which level age does "Starbucks" attract? When does it have the most people in a day? This is the reason why we are going to conduct a research of "Starbucks."

**Keywords:** Starbucks, coffee

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## **I. Introduction**

### **I.1 Background**

Coffee shop is a place where people gather together, share and enjoy their life or stop on the way for a rest.

In 1971, three people from different occupations established “Starbucks,” one of the famous coffee shops in the world. One of the them is Jerry Baldwin, who was an English teacher, another is Zer Siegel, who was a history teacher and the other is Gordon Bowker, who was a writer.

The brand, Starbucks, which has about twenty-one thousand branch stores worldwide, has been the leading enterprises in coffee circles ever since. The name, Starbucks, appeared in the novel of the American writer, Herman Melville. A man who was cool-headed and liked to drink coffee. Few people read his novel, but most of the people who read his novel were all from high cultural backgrounds.

The first Starbucks was located in the center of Seattle besides “Pike Place Market,” selling high quality beans for its main commodities. It’s true that coffee is one of elements to create “The Third Place.” Now, Starbucks has become an important part of our lives. Not only is it a coffee shop, but it also becomes “The Third Place” to go, besides workplace and home.[1]

Under Howard Schultz’s administration, the CEO of Starbuck, the performance of Starbucks grew rapidly, but it also hidden the crisis. In 2008, Starbucks was involved in the banking crisis. Howard Schultz shut down the branch stores in deficit categorically, and transformed all the system. Due to his belief, he turned back the situation in the adversity. Nowadays, under his leadership, Starbucks has consolidated its position in the market.

How does Starbucks manage its shop so well? The tips are the flexible management knowledge. The tips are as follows:

1. Their investment strategies and cooperation depend on the global market situation. According to the headquarters holding the percent of each shop, they are divided into four situations. The benefit is that it can take advantage of others to do many things at once.

- (1) Holding 100%, e.g. England, Thailand and Australia.
  - (2) Holding 50%, e.g. Japan, Korea.
  - (3) Holding less percent, generally 5%, e.g. Taiwan, Hong Kong, Hawaii.
  - (4) Not holding any of it, purely authorize to manage.
2. Mainly based on regular chain, Starbucks has been regular chain for more than 30 years. The only reason is that the brand is managed by man. Starbucks ask every manager to recognize the company's idea and brand, emphasizing the consistency of action, discipline and quality.
3. No costs on advertising. "Our shops are the best advertisement," the Starbucks manager said. Howard Schultz, Starbucks' CEO, uses the cost of advertising to the staffs' welfare and training.
4. Making full use of experiences to perform their own features. A good experience makes one want to come again and again. Starbucks also emphasizes on "One at a time," which means the feeling at the moment. Then it owned a professional team, which specially designed Starbucks' outlook around the world.[2][3]
5. A complete staff system is developed. *Fortune*, an American business magazine, had selected the most admirable enterprise in 2004. Starbucks was ranked as thirty-fourth. One of the reason is the CEO of Starbucks believes that the employees are the best commercial. Starbucks usually recruits those who are energetic, full of passion, and interested in promoting the coffee culture. Three kinds of basic positions were classified, such as shop staff, management associate, and part-timer. If you want to apply for a shop staff, you should have the senior-high certificate, and need to fit the day, night, and weekend shift. If you want apply for a management associate, you should not only have the college or bachelor degree and two-year work experience but also the willing of the training class for seven months. If you want to apply for part-timer, you should be over sixteen years old and fit the rule of working over twenty hours per week. The job descriptions include blending coffee, selling products, receiving payment, and serving customers.[4]

Because of the Starbucks CEO own experiences, he attaches importance to workers' welfare. In addition to the insurance ruled by government, it has its own

fringe benefits as follows:

- (1) Employees can get two beverages for free in working time.
- (2) Employees who achieve their goals get gift every month.
- (3) Employees who work over a year can get allowance on their birthday or birthday leave.
- (4) Employees can have discount.
- (5) The company will hold the incentive tour or banquet.

The reasons why Starbucks is so successful are their investment strategies and cooperation, the way they manage, regular chain, no cost of advertising, making full use of experiences to perform original features, and a complete staff system is held.[5][6]

## I.2 Motivation

Nowadays, there are more and more people highly valuing entertainment. They enjoy the afternoon with a little thing, coffee. Perhaps this is la dolce vita (the sweet life); that is what Italian is called. Starbucks has made drinking coffee, which is common, to pose to the culture lover. Therefore, Starbucks has been quite the rage and stands out among of all the coffee shops. Owing to the popularity of Starbucks, we wonder its background, business philosophy, employees system, products, the most popular beverage, the most popular dessert, and the age group it attracts, the time range which has the most people.

## I.3 Research Questions

We conducted a research to investigate the opinions of the people in Taichung with different age groups. The followings are the four main questions that we intend to explore.

1. What is the people's comment to Starbucks?

2. What is the people's favorite beverage in Starbucks?
3. What is the people's favorite dessert in Starbucks?
4. When do the people usually go to Starbucks?

## **II. Method**

### **II.1 Participants**

We collected 205 questionnaires to investigate the comment, the frequency, and their favorite beverage and dessert in Starbucks. We gave out 215 copies, and 10 copies were invalid. The effective return rate was 95.3%. The participants of this survey are the people in Taichung, Taiwan. We also go onsite visit Starbucks on our weekend, and interview the staff. The questionnaire included two parts. The first part is personal information about the participants, including gender and age. The second part is 6 research questions.

## **III. Results**

### **III.1 Starbucks' products**

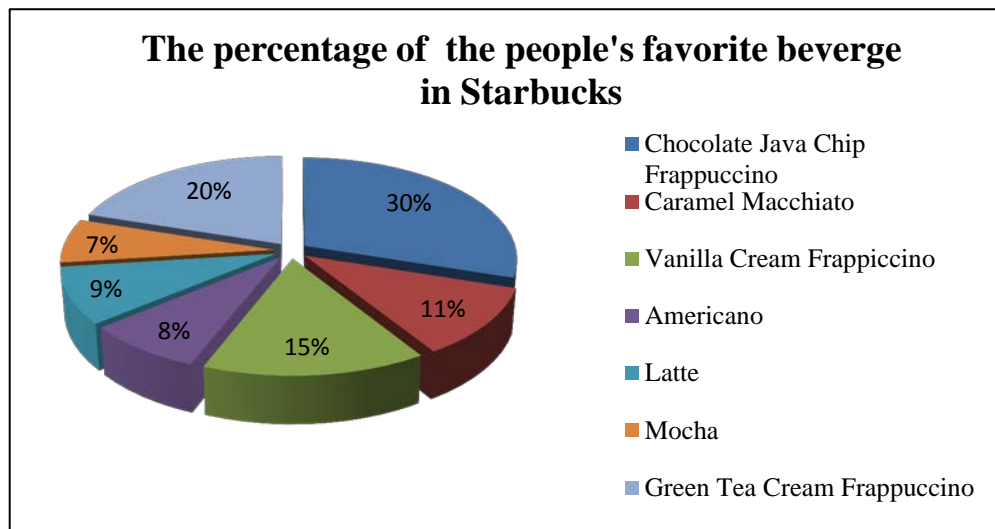
Starbucks sells not only the beverages and desserts but also the mugs, bottles, and equipments of coffee such as coffee makers, grinders, and filtration pressure pots. In order to coordinate the culture of different countries, it will push out the products that correspond to the local festival. Starbucks captures the customers' taste buds and the culture of different countries successfully.

### **III.2 Most popular beverage in Taiwan**

After the interview to the shop workers, and the questionnaire we found that the most popular beverage in Taiwan is the Chocolate Java Chip Frappuccino. In our questionnaire there are 62 people writing their favorite beverage is Chocolate Java Chip Frappuccino. It is modulated by milk, mocha sauce, and chocolate chip. The strong chocolate taste and multiple tastes are accepted by the masses. In addition, it contains less caffeine, so it attracts the group that doesn't drink coffee, too.



(Photo1: Chocolate Java Chip Frappuccino)[7]



(Figure 1 The percentage of the people's favorite beverage in Starbucks)

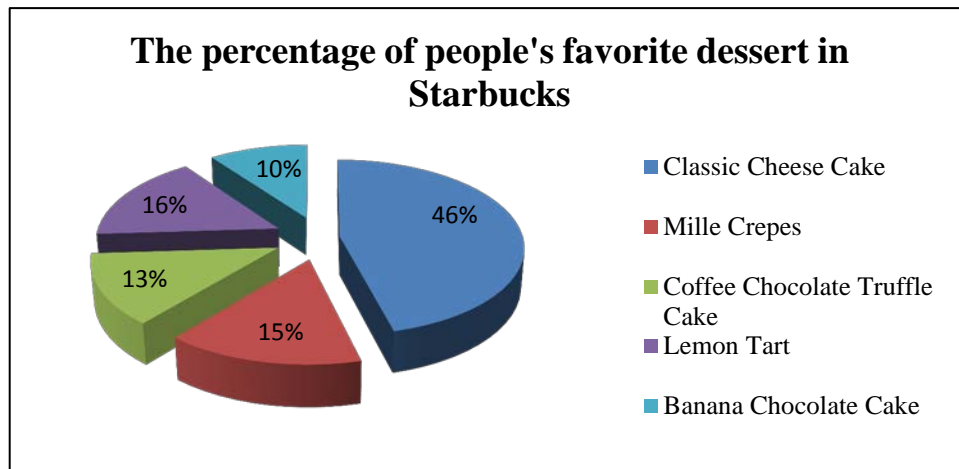
### III.3 Most popular dessert in Taiwan

Starbucks has offered a plenty of dessert, including bread, salads, and cakes. The most popular one in Taiwan is the Classic Cheese Cake. We find that there are 94 people wrote the Classic Cheese Cake in the blank of favorite dessert in Starbucks. It is made by the cheese cream and the cheesecake made by the yogurt. The combination of these two ingredients has created the taste of rich and mellow. The bottom of the cake is the salty biscuit. Overall, the flavor of cheesecake and biscuit is matched. This kind of cake is accepted by the masses easily.





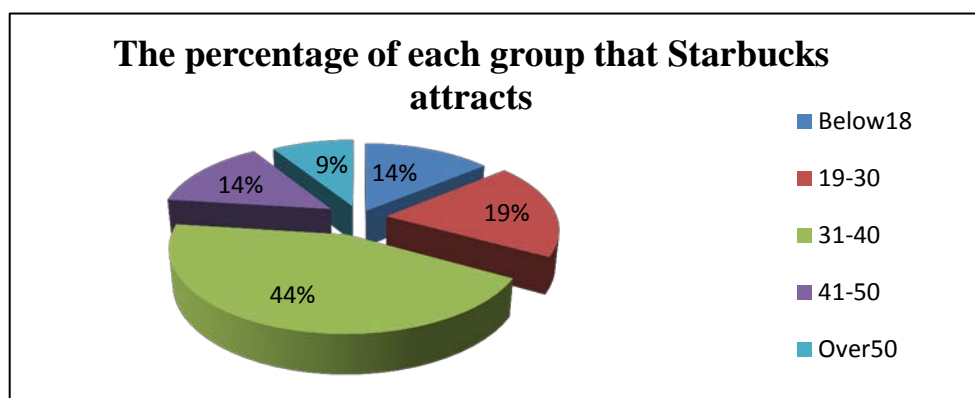
(Photo 2: Classic Cheese Cake)[8]



(Figure 2 The percentage of people's favorite dessert in Starbucks)

#### III.4 Which age group does it attract in Taiwan?

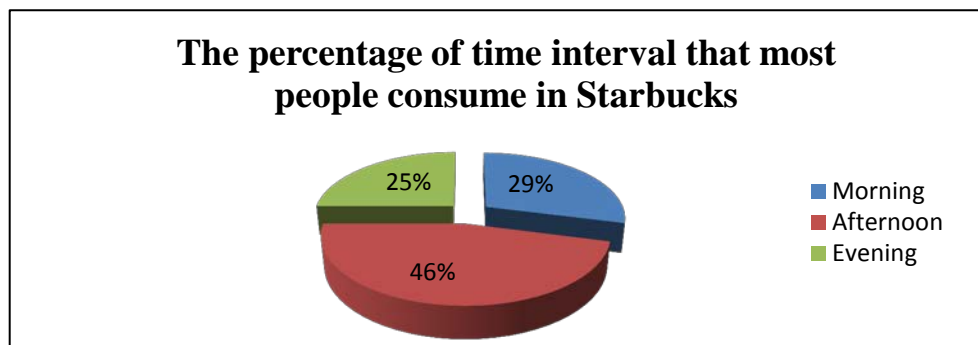
According to the questionnaire and the presentation of shop workers, 31 to 40 years old are the mainly consumer group. We divided 205 copies into 5, so we give out 41 copies in each group. There are 6 copies of students below 18, 8 copies of 19-30 years old, 18 copies of 31-40 years old, 6 copies of 41-50 years old, and 4 copies of people over 50 show their agreements to Starbucks, They usually talk business or spend their free time with cup of coffee in Starbucks.



(Figure 3 The percentage of each group that Starbucks attracts)

### III.5 When does it has the most people in a day in Taiwan?

According to the questionnaire and the presentation of shop workers, the time interval of 2:30 p.m. to 5:00 p.m. is the rush hour of Starbucks. There are 95 people in our survey going to Starbucks in the afternoon, 61 people going to Starbucks in the morning, and 49 people going to Starbucks in the evening. People often go to have a cup of coffee or dessert to reward their labor.



(Figure 4 The percentage of time interval that most people consume in Starbucks)

## IV. Conclusion

Through the doing the survey of the Starbucks, we learn that the success of it has a big theory. Not only should you have the talent of administration, but also the efforts and the determination. The CEO creates the religion of coffee. It means when the customers' requirement changes from the products to services, and changes from service to experience age, Starbucks can always keep pace with modern, and grasp firmly to customers' purse. They start from the great business philosophy. Starbucks transforms the coffee shop into the place where people can socialize with friends and not just a place to drink coffee. It offers the similar service with other coffee shop, and sells the coffee, dessert, and equipment of coffee, too, but for customers, it stands out from the masses. Lofty ideal is one of the factors either. From the first shop in 1971 to now, it has possessed 40% of market share worldwide. In addition to the attractive products, the high-efficiency team is a factor of success, too. Starbucks focuses on the talent management, and makes sure they can give of their best.

In Taiwan, most of the people are satisfied with their services and products, especially the 31-40 year-old. They often spent their afternoon at Starbucks and enjoy their coffee. Chocolate is well-loved to Taiwanese, however, the Chocolate Java Chip

Frappuccino is the most popular beverage in Starbucks in Taiwan. They will pair up with the Classic Cheese Cake, the flavor of the chocolate, and cheesecake will be the lavish enjoyment.

Starbucks is still creating the legend. The business skills of Starbucks may become the knowledge to our future. We also learn the importance of cooperation. Lack of one of us can't we finish the report. Doing report is just like manage a company, everyone is a part of the team, and it can't work out if we don't cooperate.

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## Questionnaire

Greetings! We are the students from Wagor Senior High School, and we are doing the report about Starbucks. We are wondering your comment on Starbucks. Sorry to bother you for couple of minutes. We hope that you can answer the questions below, your help will be highly appreciated. Thank you!

### I. Personal information (個人資訊)

Gender (性別)

☐ Male (男性)      ☐ Female (女性)

Age (年齡)

☐ Below18( 18 歲以下)   ☐ 19-30   ☐ 31-40   ☐ 41-50   ☐ Over50( 50 歲以上)

### II. About Starbucks (關於星巴克)

Q1.How frequently do you go to Starbucks? (您多久去一次星巴克?)

☐ Often (常常)   ☐ Sometimes (偶爾)   ☐ Seldom (鮮少)

Q2.Your comment to Starbucks? (您對星巴克的滿意度?)

☐ Agree (滿意)   ☐ No comment (普通)   ☐ Disagree (不滿意)

Q3.What was your purpose to go to Starbucks? (您去星巴克的目的是?)

☐ Bought coffee (買咖啡)   ☐ Study (讀書)   ☐ Gathering (聚會)   ☐ Talk business (談公事)   ☐ Others (其他)

Q4.What is your favorite beverage in Starbucks?(您最喜歡星巴克什麼飲料?)

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Q5.What is your favorite dessert in Starbucks? (您最喜歡星巴克的哪項甜點?)

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Q6.When do you usually go to Starbucks? (您通常在哪個時段去星巴克?)

☐ Morning (早上)   ☐ Afternoon (下午)   ☐ Night (晚上)