IMPLEMENTATION OF SYSTEMS AND TECHNOLOGIES OF INFORMATION FOR THE IMPROVEMENT OF MANAGEMENT IN "STARBUCKS CAFÉ"

Joan Colom Colom

Stéphane Díaz-Alejo León

Jorge Fernández Alfonso

1. Characteristics.
2. **Number of employees:** According to Statista, Starbucks has more than 300 thousand employees and 28000 stores. If we divide the number of employees by the number of stores, each store should have approximately 11 employees.
3. **Average area:** 600 m2 is the average area for a local.
4. **Number of clients per day:** 500 customers per day approximately, it can go down or up depending on the time of year and the day of the week.
5. **Variety of Products:** While we may probably know Starbucks for its coffee, Starbucks stores offer a variety of products including -but not limited to- tea, snacks and merchandising.
6. **Location in the city:** Starbucks shops are strategically positioned in places with a high flow of people such as airports and city centers. This makes sense with the Schulz policy of making Starbucks that place to rest and chill out with a pleasant atmosphere, the third place.
7. **Estimated Billing:** in the year 2016, Starbucks obtained 21600 millions. If we take that there are about 28000 stores around the world, we can say that the income of one Starbucks store is approximately 0.77 millions.
8. **Other important factors:** It’s important to take into account that Starbucks strives to position itself to the public as a company with a strong emphasis on corporate social responsibility. This helps them achieve a higher customer approval rating and better position as a company. It is also important to take into account the possibility of buying Starbucks gift cards, which helps further fidelize clients into the company.
9. Critical success factors (FCE)
10. **High-quality coffee.**
11. **Customer-centric service** that makes the clients feel comfortable. For example, employees ask for your name and write it in the cup you order coffee in.
12. **Beautiful and comfortable spaces.** The company strives to make its atmosphere as pleasant.



1. Technological application needs

|  |  |  |
| --- | --- | --- |
| Nº | **Necessity or technological possibility** | **Aspects that improve the FCE** |
| 1 | Management of the social media and contacts for making advertisements. | Allows to know the tastes of the clients, what can be used for making the stores more comfortable the clients want. |
| 2 | Automatic coffee machines that starts making the order in the moment that it is registered. | Allows the employees to have more time for talking with the clients for making them feel more comfortable. |
| 3 | Giving the customer more autonomy and reducing costs by introducing order machines. | Used for that people that has run out and only wants to get quickly a great cup of coffee. |
| 4 | Creation of an “Intranet”, which should allow employees to submit their ideas. | This allow to the employees be more comfortable, which later it is transferred to the attention to the client. |
| 5 | Allow the clients to select the music of the local by Spotify. | More comfortability. |

1. Information needs.

|  |  |  |
| --- | --- | --- |
| Nº | **Need for information** | **Support technology needed** |
| 1 | The preferences of their clients. | Tablets were the employees anote the orders, that allow to register the most demanded products depending on the day and the hour. |
| 2 | Knowing the hours of more work. | A system that predicts using statistical procedures the hours of more work and prepares and equilibrated logbook. |
| 3 | Knowing which of our suppliers have the better quality coffee. | A system that analyzes the coffee received from the different suppliers. |
| 4 | Knowing the average of each product consumed each day for reducing the wasting. | This also can be supported by the tablets and the analysis of the orders. |
| 5 | Knowing which zones of the local are more used by the clients for positioning strategically the advertishments of new products. | A software for processing the images obtained by the security cams. |

5. Extrapolation of the information to obtain 1:100

We have selected between the four options the following two aspects:

**On the Marketing Department:** Thanks to the technological adds that we have included, we can improve hugely the marketing department as by managing more the social media, contacts and all the information gathered we can make customized advertisements and focus on the online-customers. Knowing the preferences of the clients thanks to the tablets, we can provide the coffee education that the majority of the clients have requested and make the locals more comfortable and customized to their location. Other technological devices that had improved the marketing department are automatic coffee machines and the information of the critical points of work as we can give more time to the sellers for making a comfortable experience to the customers. In conclusion, the improvements on the marketing department can be summed up in the customization of the locals and the advertisements to make the called “third place”.

**On the Personnel Department:**  There is a lot of potential information that can be derived from current and corporate store employees. The adequate creation of a system that allows us to effectively manage this information will most certainly help ensure the company is more successful and has a strong, united internal culture, which in turn will only help it achieve its mission. An effective implementation of these information systems would be the creation of an “Intranet” which should allow employees to submit their ideas and would allow management to get more input on their decisions.