**"Comparative Analysis of Successful and Failed Enterprise System Implementations"**

**b. Case Study 1: The Company Starbucks**

**b.1. company overview**

Starbucks Corporation is a U.S.-based international chain of coffee shops and roastery reserves, located in Seattle, Washington. The company was established in 1971 by Jerry Baldwin, Zev Siegl, and Gordon Bowker at Pike Place Market in Seattle, originally as a wholesaler of coffee beans. Due to the bandwagon of companies going online on the internet, in 2008 Starbucks joined the world wide web, also launching their company on social media platforms such as Facebook and Twitter[1]. It currently operates in over 33,000 locations across more than 80 countries globally. Even with competition from local coffee traditions, it continues to adapt to consumer tastes, and Starbucks maintains its global impact.

**b.2. implementation process**

First they assessed their current systems and identified what their needs are to become more successful. Prior to their systems, Starbucks heavily relied on legacy software that is typical of small sized companies such as Point-Of-Sale Systems, which has resulted in them having limited company growth, operational chaos, and even reduced profits [2]. Then they selected their vendors that could meet the needs of their company. In 2008 they opted for SAP’s ERP implementation, implementing various departments that are usual for large companies such as Finance and Accounting, Supply chain and inventory, Procurement, Warehouse management etc.. In which they had a phased implementation approach to minimize the flow of their operations ensuring that all their branches function properly, allowing them to pilot test and deploy successfully.

**b.3. Key success factors**

Starbucks had cultivated a strong brand identity through their marketing ERP implementation that had made a huge impact on its success. Due to the changes that they had made in the design of their logo, it became more recognizable around the world. They also developed their techniques, making new types of products and beverages that could cater many audiences. This can be attributed to their procurement where they opted for localized sources. Lastly, they depicted their company as something that is flexible and friendly where everyone can go and relax, gaining patronage and loyalty from customers[3].

**b.4. outcomes & impact**

They had boosted their earnings up to 25% from the year 2008 and 2011 as a result of their efforts toward growing the company with the aid of implementing their ERP integration. 25% increased earnings in 2011 post-ERP implementation, 60% revenue growth from 2011-2019 with over 10,000 new store openings, Expansion into 5 new international markets, Consistent innovation in products and customer experience, and Stock price growth from $9 in '08 to $90 in '22

**c. case study 2: Failed Enterprise System Implementation**

**c.1. company overview (Reason for implementing the enterprise system)**

**c.2. implementation process & challenges**

**c.3. Key failure factors**

**c.4. outcomes & consequences**

**d. Comparative analysis - create a table for both case study 1 & 2)**

**d.1. Similarities & Differences**

**d.2. Critical Success vs. Failure Factors**

**d.3. Key Takeaways & Lessons Learned - include the following questions;**

**1. What did the successful case do right?**

**2. What went wrong in the failed case?**

**3. How can future implementations avoid similar failures?**

**e. Insights & recommendations**

**e.1. Best Practices for Successful Enterprise System Implementation**

**e.2. Strategies to Avoid Failure**

**e.3. Future Research Opportunities**

**References:**[1.] Starbucks Company Timeline. Retrieved from: <https://stories.starbucks.com/uploads/2019/01/AboutUs-Company-Timeline-1.6.21-FINAL.pdf>

[2.]Pangrow (2024). Decoding Starbucks’ Brewing Success: A Case Study on the Impact of ERP Systems. <https://pangrow.com/blog/business-automation/starbucks-erp-case-study/>

[3]. Pooja Singh, Mehul Chaturvedi, Siddharth Mittal. Starbucks: Brewing a Successful Global Strategy. <https://www.bhartipublications.com/chapters/ethical-leadership.pdf#page=171>