

STARBUCKS

Starbucks Corporation (SBUX) is a multinational coffeehouse chain based in the United States. It's known for its wide range of coffee beverages, teas, and snacks. Starbucks Corporation is a global coffeehouse chain headquartered in the United States. Founded in 1971, Starbucks has grown into one of the world's largest and most recognizable coffee brands. The company is known for its premium coffee, espresso beverages, teas, and a variety of food items.

Physical Values

1. Store Design: Starbucks places importance on creating inviting and comfortable spaces, often with cozy seating, ambient lighting, and a distinct aesthetic.
2. Product Presentation: The physical presentation of their products, from the design of the cups to the arrangement of items in the store, contributes to the overall Starbucks experience.
3. Locations: The strategic placement of Starbucks stores, often in high-traffic areas, reflects a physical aspect of their business strategy.
4. Technology Integration: Starbucks has incorporated technology into its physical spaces, allowing customers to order and pay through mobile apps, enhancing convenience.
5. Packaging: The design and functionality of Starbucks' packaging for its coffee products contribute to the physical representation of the brand.

Organizational Values

1. Respect and Dignity: Treating everyone with respect and dignity, whether it's customers, partners (employees), or other stakeholders.
2. Ethical Practices: Upholding high ethical standards in all aspects of the business, from sourcing coffee beans to interactions with customers.
3. Diversity and Inclusion: Fostering a diverse and inclusive environment where everyone feels welcome and valued.
4. Environmental Stewardship: Demonstrating a commitment to environmental responsibility through sustainable practices, such as ethically sourced coffee and efforts to reduce the environmental impact of operations.
5. Community Engagement: Engaging with and giving back to the communities in which Starbucks operates through initiatives like the Starbucks Foundation and community service programs.
6. Customer Focus: Prioritizing the customer experience and satisfaction, with a focus on delivering quality products and exceptional service.

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Cultural Values

1. Customer Focus: Prioritizing the customer experience and satisfaction by providing high-quality products and excellent service.
2. Ethical Sourcing: Commitment to ethically sourcing coffee beans and promoting fair trade practices, demonstrating social responsibility.
3. Environmental Stewardship: Taking steps to minimize the environmental impact of operations and supporting sustainable practices.
4. Employee (Partner) Engagement: Creating a positive work environment that encourages employee development, empowerment, and a sense of belonging.
5. Innovation: Encouraging a culture of innovation and continuous improvement, allowing Starbucks to adapt and evolve in the dynamic business landscape.

Values

For each statement enter a score from 0-10. (0 = Never true at all; 2.5 = A little true; 5 = partially true; 7.5 = Mostly true; 10 = true)

Cleanliness and orderliness : of offices, production and warehouse facilities, equipment, customer service areas, raw material and finished product inventory, closets, bathrooms,	2.5
Regularity: of meetings, reports, sales calls, performance reviews	1.5
Punctuality: things happen when they are scheduled to, without delay	5
Efficient use of money and materials: in purchase of raw materials, parts and supplies, in production, shipping, transport, research,	10
Maximum utilization of time: of senior management, middle management, supervisors, other employees, technical staff, customers and vendors	
Optimum utilization of space: in offices, files, showrooms, warehouses, facilities	2.5
Optimum utilization of plant and machinery: in production capacity, offices, retail outlets, vehicles	2.5

Maintenance of equipment: in terms of frequency, quality , cleanliness, care	10
Safety: in offices, warehouses, production and research facilities, vehicles, for em 10 vendors and customers	10
Quality of product: in terms of functionality, values, reliability, repeatability, life-span, packaging, presentation, safety,	7.5
Quality of service: in terms of timeliness, reliability, suitability, value, repeatability, and friendliness	5

Organizational Values

For each statement enter a score from 0-10. (0 = Never true at all; 2.5 = A

little true; 5 = partially true; 7.5 = Mostly true; 10 = Always fully true)

Discipline: in adherence to company policy, rules, systems, procedures, schedules, standards, ethics,	2.5
Freedom for initiative: to make suggestions, develop plans, take decisions, carry out or modify actions	2.5
Accountability: of individuals, departments and divisions for performance, results, problems, etc	5
Standardization: in terms of forms, files, procedures, reports, performance evaluation, equipment, training, recruitment, orientation, communication	7.5
Systemization: in sales/marketing, customer service, accounting, research, production, engineering, estimating, recruitment, training, promotions, communications, coordination, reporting,	5
Coordination: horizontally between departments of plans, activities and systems	2.5
Integration: for smooth operation vertically between different levels of the organization in terms of plans, decision and priorities	5
Communication: up and down and sideways within the company, with customers and vendors, in terms of openness, frankness, clarity, frequency, accuracy, timeliness and brevity	10



Cooperation (teamwork): between individuals, departments, divisions, branches	5
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Psychological Values

For each statement enter a score from 0-10. (0 = Never true at all; 2.5 = A little true; 5 = partially true; 7.5 = Mostly true; 10 = Always fully true)

Pleasing the customers: in terms of promptness, courtesy, friendliness, thoughtfulness, anticipation of needs, meeting unreasonable demands, making them happy	7.5
Repeat for the individual: in establishing rules and policies, design for systems, taking decisions, executing instructions, <u>etc</u> , in terms of people health, safety, self –esteem, feelings and opinions	5
Developing people (personal growth): through education, training, increasing, responsibilities, promotions, flowering of capacities	10
Loyalty: to and from suppliers, customers and employees	2.5
Service to Society: community welfare, environmental protection, development of products and services that meet real physical, social or psychological needs	7.5
Integrity: honesty, keeping promises, standing by your word	2.5
Innovation: improvements in marketing, research, production methods, systems, financial management, human resource developments	7.5
Creativity: in terms of new products, new ideas, new systems, new production methods, new application of technology, new methods of financing, new marketing strategies	2.5
Harmony: the overall atmosphere of smooth and harmonious interaction between people, departments, divisions, systems, activities, rules and policies, within the company, and between these elements and the external environment, customers vendors, community, laws, <u>etc</u>	10