**ABSTRACT**

The report focus on the proposal evaluation of the star bucks coffee company sustainable strategic marketing style. Star buck coffee company was established in the year 1971 at Washington DC. The main mission of the company is to provide high quality coffee for customer especially the high income socio-economic group so as to attain service, innovation and real expansion.

Stakeholder theory and theory of corporate Sustainability was the marketing theories that had been used in the report to anchor the study.

Some of the threat affecting star buck company as identified on the report are; rivalry of many competitors (high); availability of substitute for coffee and beverages, high threat of new entrants, high cost of star bucks coffee. Pestle analysis, Abel analysis and porter analysis was used to explain the sustainable strategic marketing style adopted by star bucks company to improve their product in the midst of numerous competitors.

Some of the recommendation proffer by the report are need for star bucks company to expand its market through diversification, scope of operation of star bucks need to be expanded, star bucks need to offer where economical pricing product to customers and improvement in supply chain, distribution channel for sustainability performance system.

**BRIEF INTRODUCTION TO STAR BUCKS BRAND PRODUCT**

The star bucks corporation had been known as “star bucks coffee company” which had been regarded as the world largest coffee house chain star bucks company commenced operation in 1971 in Washington USA and since then the company had been operating in more than 67 countries and over 22, 100 retail outlet with 64% of these figure located in the north America (Adamkasi, 2017). The company had core identify which is based on the unique experience of the consumer (Chron.com, 2019).

The star buck company strength (main) are high global brand recognition, leading market position, customer base loyalty, and strong financials (Durbin, Dee-ann ,2020).

Some of the star bucks company weakness are; increasing competition in the market industry, expansive nature of the products pricing, volatility of the price, saturation of the market from rapid expansion (Hawley, 2020).

Coffee is the main product line of star bucks company which is being sourced from different company worldwide (Kelso, 2020). Farmers are the major collaorators of star bucks company. 95% of farmers coffee are ethically sourced by star bucks company with investment and sustainability from farmer support programs (Barbara, 2020). The company also partnered with apple app for technological platform to provide innovative free WI-FI and digital technology on free basis to their esteeming customer.

With respect to customers, star bucks main customers are the adults of age 25-45 years who are within the high income class, these are the “core customers” of the company (Barbara, 2020). The secondary target of the company are those young adults 18-24years who are mostly students that are about 40%.

The snack and coffee industry had accrned a total revenue of 40 billion dollar on an annual growth of 4.6% within the period of year 2011-2016 (Kristin, 2020).

The customer of star bucks company are being motivated to purchase the brand through different benefit like free access to internet, good quality product in a decent environment. Most of the product of star bucks company are sourced and placed under quality controlled and highest standard format (Kristin, 2020).

Some of the business strategy employed by star bucks company are product quality and differentiation as well as provision of experience superior service so as to return and attract customer (Kristin, 2020).

**STRATEGIC MARKETING INTERVENTIONS OF THE REAL WORLD/ THREAT OF THE STARBUCKS BRAND**

Application of real world strategic Marketing interventions to star bucks

Three analysis will be used to treat the opportunity/threat being faced by star bucks products

1. **Abell analysis**

Abell model potray a three(3) dimensional model that do define company business with the essence of finding opportunity, growth area and diversification within the axis.

The essence of the company mission is to answer these three (3) question

1. Identifying the target consumer of the company?
2. Examining the function provided by the company to the consumer?
3. Determining the technology adopted by the company in providing those function.

Abel analysis of consumer of star bucks company.

Consumers

Star bucks adopted the use of comforting ambience and appealing taste to attract people of different ages to it is product. High income earners do not hesitate to pay higher for cup of coffee in a good atmosphere under a warm welcome which star bucks company do provide. The working class people would equally like to get a coffee cup to invest their energy in getting to work.

**Needs**

Starbucks do focus on satisfaction of customers needs (Valinsky, 2020). The company made use of coffee that are ethically sourced for their consumers who do willing to pay for such. The company had added snacks diet with their coffee so as to give their customer the required health nourishment (Valinsky, 2020). .

Aside that any customer walking into star bucks out let such customer will be warmly welcomed with a smile and attitude that are friendly. The nice ambience offered by star bucks company make the customer to be motivated positively and feel at home. The star bucks company also treat an individual specially by writing the name of the customer on the coffee cup which means a lot to the customer and increase the rate of patronage of their products by customer (Association, Resources & Impact, 2019).

**Technology**

Star bucks company had recently purchased a “clover” which is a single-cup coffee maker which is a modern technology that do brew coffee within a period of one degree Fahrenheit at ideal flavor and temperature (Rowe, 2019). The clover equally control the level of water interact and water flows into the brewing (Statista. 2019). Star bucks equally see its human resources as a vital part of business growth which help the business to thrive and grow (Statista.2019). Not only that star bucks employ the use of reinforcement learning technology with the use of comfortable furniture in their outlet for the use of their esteeming customer (Starbucks.com. 2019).

**THREAT**

Although star bucks company had some competitors like MCDONALDS dunkin coffee and cost coffee as the major competitors (Csimarket.com. 2019).

MCDONALD had always been the most contending competitor to star buck. As they have larger scale and had plan of upgrading their breakfast business (Statista, 2019)

The other threat to star bucks are costa coffee. Company do provide cold and lot breakfast snacks and option (Starbucks Coffee Company. 2019). The case of dunkin coffee was use to be domits over the years but the company now changed to iced and hot coffee donut. As well as snacks which possed a threat to the star bucks coffee product (Transform. 2019)). Aside these major companies that offer coffee to the general public that proof threat to the star bucks company product, there are other smaller neighbourhood coffee outlet/shops which are indirect competitors that do offer roast cares (artisan) in different localities that do provide what star bucks company had been providing for years (Team, 2019). This is another threat to the star bucks product from the angle of the indirect competitors that are local shop coffee retailers (Nytimes.com. 2020)..

Provision of soft drinks, energy drinks, tea and juice industries are equally serve as substitutes for coffee product of star bucks product, also bars, and pubs are equally substitute products of where some one can spends time outside of work and home environment to enjoy (Stories.starbucks.com.2020).

**The market**

The main target of star bucks market is mainly the affluent or the high income class that is the main reason why every affluent community do have star bucks courts in their neighbourhood not far away ro each other, those who can afford 10 clu for beverage and snack regardless of it is cost however most of the star bucks café bare being surrounded by middle income earners who may not have the money to buy the product but as a result of the free wifi provided to public in year 2002, the middle income earners do use to patronize the star bucks café sip coffee and plug their laptop to enjoy their coffee (Stories.starbucks.com, 2020). Star bucks company provide an appealing environment to its customers in a way of keeping its products up to date in symbol status via consistency in advertising, speciality and décor (CNNMoney, 2020).

Most of the revenue accruable to star bucks company are from the united state market (Starbucks Coffee Company. 2020). The example of the US will be used to provide the dats as star bucks do operate in four (4) market segment.

**Strategic analysis of external and internal analysis**

This will help us to analyse the environment in which star bucks company operate and optimize their resource goal.

**External Analysis**

This provide the external environment the external environment analysis as well as providing an insight into the threat and opportunities in the business environment, which provides room for the swat analysis ( ).

The external analysis entails the pest analysis

1. **PEST analysis**

This is a managerial method adopted by an organization to determine the varying external factors that do affect the policy of the company (Statista. 2020). With respect to the star bucks company, some of the major factors that do affect the company are, environmental, technological and political factors.

**Environmental factors**

On the premise of the fact that star bucks use plastic cups to serve its beverages, this act had received a lot of criticism from the environmentalist group (activist) (Adamkasi, 2017). Most of the star bucks customers are millennial who are very mindful of the environment as a result of this criticism, star bucks introduced reusable cups to avert loss of customer base and equally promised more of this reusable cups ((Adamkasi, 2017).

**Technological factors**

Star bucks company had invested into technological development through mobile wave apps which assisted the companies in discounting coupons (Chron.com, 2019).

The starbucks company provision of wi-fi in their stores also assisted the customers to do their respective work while sipping coffee (Durbin, 2020). This add value to the brand of coffee products of starbuck and enhance the customers experience. Also star bucks has introduced the use of new technological developments with respect to mobile payment (Durbin, 2020).

**Political factors**

Star bucks do pay higher prices for coffee the compound buy from other countries where high taxation are being imposed on the farmers as a result of this consumer are directly or indirectly. The consumer are being directly affected or indirectly to pay for higher prices of coffee consumption. Government changes do affect the take regime on coffee in these countries (Eira, 2021). Therefore it is expected that star bucks need to take caution whenever the company wanted to invest in new ventures. High tariff imposed by government of other country where star bucks bought its coffee do not only resulted into large income transfer that are inconsistent.

**(3) PORTERS FIVE FORCE ANALYSIS**

**Bargaining power of suppliers low**

Star buck need massive supply which propel them as supreme for the suppliers (Barbara, 2020). The Arabic coffee beans unacquired by star bucks available in the market. Due to high supply required by star bucks, the supplier of coffee do not mind to bargain to influence the prices of the products therefore the supplier batgaining power against the star bucks company is low (Barbara, 2020).

**Bargaining power of buyers-low**

Starbucks buyers bargaining power is low. The size of individual capability of purchase is small and cannot influence the overall price as a result of the fact that the coffee brand do have different customer base (Kelso, 2020). The star bucks environment had gained brand loyalty and the customers of star buck are less concern/sensitive with it prices as the customer are interested offer higher premium product quality (Kelso, 2020)

**Threat of new entrants-high**

There had been in existence some nice ambience and décor local coffee shops which had been opened and do successfully running their marketing business as a result of the fact that the local shops to earn brand loyalty is a function of time (Starbucks, 2020).

However for those numerous addicted customer to star bucks coffee, it will be very difficult for the how entrants to hijack or attract them (Kristin, 2020). But since the target of star bucks company are mainly high class, the case of these local small coffee shops with nice environment and local clear do attract every classes of people group ( high, medium and low ) this possess high threat of new entrants for star bucks company ((Kristin, 2020).

**Threat of substitutes-high**

Virtually all the product that being produced by star bucks company have substitutes (Kristin, 2020). The food items tea and coffee items do have substitute, as many people had resulted into making of home made tea and coffee through machine in their respective home (Association, Resources, and Impact, 2019).

Soft drink, juices and energy drink are other substitutes that people switched to. This possess threat of high level for sta bucks product (Association, Resources, and Impact, 2019).

**Rivalry among the existing competitors-high**

Star bucks company had a lot of competitors such as MCDONALDS, costa coffee and dunkin donuts, these competitors do come with innovation, marketing strategies of attracting customers with a low switching cost that do make the competition to become more intense (Association, Resources, and Impact, 2019). The same product being served by star bucks are equally served by their competitors which heightened the competitive rivalry to be high for star bucks.

**Porter analysis conclusion**

Conclusively it can be summarized that there are strong competing forces in the coffee industry for starbuck company as those competitors dispecializes and innovative like star bucks. The threat issue of substitutes is the most concern issue for star bucks on this basis the star bucks company should focus more maximization of its strengths by making its brand more stronger and embark on market aggressiveness strategies of retaining more customers.

**TWO STRATEGIC MARKETING THEORY**

1. **Stakeholders’ theory**

The stake holders theory was developed by freeman in the year 1984 which is other wise known as a new paradigm that entail the redefinition of the structure the purpose and managerial tendencies of firm to better provide for an serve the level of interconnectedness of varying actors interest within the society (Szulanski and Kruti, 2001). The stake holders maybe organizations or people who have one thing or the other to do with the firm or those that can affect the operational influence of the firm (Talwar, 2011). The stake holders may also entail those that are indirect people or group of people which may influence or affected by the firm objective attainment (Ignacy, 2015) Those in the primary stakeholders group are the customary employees, local community leaders and suppliers (Ignacy, 2015). Those in the secondary stakeholders group are those are those in the institution like global government nation government, local government, network group, the non-governmental organization consumers the competitor the union group among others (Jin and Bai, 2011).

Every sustainable organization like star buck from leaders should be infermed and aware of the like hood existence of competitor and the behavior of the indirect and direct competitor (Jin and Bai, 2011).

Direct competitor do operate with the same business environment abiding by the same building regulation as well as some market remain under pressure of some activities group and consumer ((Ignacy, 2015). The act of operating within the small business arena may bring in the like hood of the product imitation ((Szulanski and Kruti, 2001).the leaders of Starbucks from as a sustainable company should endeavor differentiate their services their services or product (coffee tea) so as to make the company to have a completive edge (Team, 2019).. Benchmarking approach is the first step to be put in place which can not the strategy adopted by the management of a firm to assess or evaluate the progress of the firm in meeting up the assigned objective and goal. Bench marking I equally being used to assess the best viable strategies that will yield desired result as well as to obtain the competitive advantages (Team, 2019). Benchmarking is also a means of assessing why some firm approach work and why the other do not work and why the other do not work as well as why some firm are doing well and others are not doing well (Boush and Barbara 1991). The internal and external performance of firm can also be unravel through benchmarking strategy (Day, & Nedungadi, 1994).

The external benchmarking are use to determine the attainment of the objective & goals, innovation of employee recruit staff review of routine and keeping of talent (Ignacy, 2015).

External benchmarking is a means of gathering data and over-take or suppress a rivals

(Ignacy, 2015). competitor monitoring would go hung way on making managers unravel new ways or riches of customer satisfaction in a way that the under served customer were being served provide grand for tackling competitor into a good partners ((Szulanski and Kruti, 2001).

In addition to the strategy of differentiation the other ways that sustainable business would protect Starbucks company from un health rivalry is via servitition strategy which is otherwise referred to as product service system, this is the amalgams of service and product to meet the need, requirement and aspiration of stake holders and customers (Szulanski and Kruti, 2001). Servitization strategy provide a virile checkmate for Starbucks company leader to avert prohict manufacture goods/product (Jin and Bai, 2011). With the practice of Servitization strategy add better improve value to the stake holders and also give the entrepreneur a competitors (Jin and Bai, 2011).

The major challenge of the theory is that the stake holders a time do have different interest and (Jin and Bai, 2011). Starbucks company need to understand/comprehend the kind of systemic, stake holder interaction so as to develop a sustainable management strategy which will be all encompassing (Jin and Bai, 2011). Adamkasi (2017) itemed three sustainable strategic plan

1. Starbucks company should be able to identify and unravel the empeitation and interest of stake holders
2. Creation of multilateral and mutual sustainability interest of the basis of individual expectation and need as well as.
3. Setting up of monitoring strategy that would detect change in the business environment and development of an appropriate response.
4. **Theory of cooperate sustainability**

Sustainability as Cierna, & Sujova (2015) rightly put at complex concept that need better demystification to avert ambiguity with respect it’s usage and application the concept sustainability commit long term as put forward by Cierna, & Sujova (2015) whereas the word corporate sustainability can note the organizational ability to preserve and maintain practice over period of time (Hallstedt, S.; Ny, H.; Robert, K.; Broman, G. (2010). Corporate sustainability equally implies maintains organizational goals (Chron.com, 2019) corporate sustainability also entails long term growth, innovation, profitability and creativity and competitive advantage over the computer and rivals. Therefore every organizational sustainable corporate strategy must involve a balance or equilibrium among the three table related element of social environment and economy (Stead & Stead, 2013).

Development sustainability means the art of firm satisfying the current need of the generation wittant jeopardizing the chance of meeting the future need requirement (Stead & Stead, 2013). The firm sustainability is the propensity of the company/firm in meeting the requirement and need of the present/current stake holders while maintaining continuous investment and strategies (managerial) to enhance social wellbeing future profitability and environmental protection (Yilmaz, 2010). Company is viewed sustainability in a situation where the leader can update strategies which will increase the market share, stake holder, talent, benefit and lowering the operational cost as well as the work force turn over (Cierna, & Sujova, 2015).

For star buck firm to be continually sustainably the business owner may apply marketing of differentiation and cost leadership approach as postulated by (Stead & Stead, 2000). The differentiation strategy approach entail the act of bench marking the competitor to formulate and purpose service and Starbucks company product that are innovation in nature which will pull and maintain investor, customers and other interested stakeholders to imbibe in or commit ((Stead & Stead, 2000).

The satisfaction of the Starbucks company shareholders need is not enough to make organization sustainable as pointed out by White, (2015). The Starbucks company is abo expected to move ahead or beyond developing an innovative service, or prohibit that would attract and interest the consideration of stake holders, individual group and other actor that may be affected by the services activities and product of Starbucks company.

**DEVELOPMENT OF SUSTAINABLE MARKETING PROPOSAL**

Starbuck is expected to expand it current market international so as to diversify the income base of the firm the company as it strong and reliable base in US but it has overweigh the base rest world wide therefore Starbuck must put more effort into the expansion of it empire into more countries of the world not only that star buck can also add business in the world over percent of Starbuck profit do come from only one market the United State Starbuck coffee company on the premise of this is almost difficult in most of the time if the market begin to have poor outcome although it is imperative for Starbuck to invest in foreign cities but the company as to be very careful so as to watch cultural differences and social norms operating in other countries the organizational couture of the country will determine the intensity the product can reach like wise as a cooperation star buck need to carry out holistic view of the market of the people it will set its product for example tea is a common beverage of Britain Indian and some other countries of the world while the people murmur will not like to take tea or coffee because of their religious belive although star buck needs to enlay it market zone but the company needs to worry about a certain particular market but the company must make a frantic effort in expanding it sales base so as to increase the total percentage of foreign investment.

The second recommendation or strategic proposal to make star buck company to be a successful one is through diversification of it product base and subject the customer to offer more economical pricing. Starbuck as being known producer of light appetizer tea and coffee in high quality put any thing of more substances is not being offered by the company and there is trend of event change day in day out although star buck as made money as a company but it could be subjected to changes if it is design only to meet the design of the high class trend incase of any economy eventuality star buck high quality coffee will no longer be patronize by most people when compared with payment of care of housing the zoo a economic melt down affected the demanded for star buck coffee and cause major heat to the company product ( ) therefore star buck must put into consideration the possibility of any economic eventuality of crisis has result into thinking how they use to spend their income immediately after the crisis if star buck coffee do offer meal it will be able to expand its product base and scope of operation.

The third marketing strategy proposal should expand their global presence and spreading out of its profit base to promote stable economic base for the company star buck should expand his geographical scope so as to grow as a sustainable organizational although the US has almost reach the expansion and growth limit but the world still need tons of customer and opportunity for expansion a lot or most of the region of the world has not being witness the venture of star buck company need to begin vigorous research and exploration of new countries which will give room for star buck company to grow exponentially over the year to come through the act of product diversification and creation of innovative economy prices Starbuck should expand it scope of operation more customer and people may end up in stopping at Starbucks for lunch in daily bases as one of leading world in Starbucks company worldwide

The issue of sociability before jumping into action Starbuck should apply it sociability action plan and made it to be very explicitly with respect to vision and mission to the company the possibility of achieving the started goes will be increase only if shares holders of the organization and the top irakie staff are deeply involve on sustainability of the company also the company need to be aware of the varying environmental sensibility and decide on the varying strategic option which are duel appropriate for them however any gradual changes may influence the choice to be adopted at any time Starbuck firm should also include the supply chain impact and distribution channel as well as the sustainable performance system for the product with the respect to competition Starbucks do face a fast growing competition from some service restaurant like that of McDonalds, Duplin donuts, Costa coffee e.t.c. although the prices of Starbucks should make a long term agreement with the competing food service companies with this Starbuck would be able to enter the new market by increasing their level of sale and decrees the level of competition.

Finally Starbuck level of aggressive expansion do influence the brand image therefore Starbuck need to remain loyal to the core competencies as well as capability with the hope of transferring them inter country with caution and with respect to the country regulation and caution and with respect to the country regulation and culture Starbuck need to build a strong relationship with those big related so as to get enough space to increase distribution channel efficiencies Since Starbuck is specialize in tea coffee product, the Starbuck company should ensure that they build up their product of coffee and finally the company need retained the loyalty of the customer via home delivery concept

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