Project Report

ERP SYSTEMS AND BLOCKCHAIN TECHNOLOGY OF STARBUCKS

MODULE TITLE: ENTERPRISE INFORMATION SYSTEMS

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ACKNOWLEDGEMENT

In this report, we have listed the industry issues that Starbucks businesses have encountered are discussed in this research, along with how they were resolved, leading to a successful revenue generation system, resource allocation, customer happiness, and the establishment of a reliable brand name in the sector. We greatly appreciate all the tools utilized to comprehend how Starbucks operates, including the financial data that show the business's financial success. Following a thorough examination of the business model, some ideas helped the organization stay competitive.

EXECUTIVE SUMMARY

This industry is highly competitive. You need creativity if you want to succeed. Numerous competitors struggled to grow or were unsuccessful. Starbucks offers a unique perspective on the industry as a multinational coffee company that uses blockchain and enterprise resource planning (ERP) technologies to improve customer experience. As was already mentioned, to grow their business, they put the needs of their clients first and are concerned with making them happy. Modern technology was used to effectively complete the mission.

Starbucks has been able to combine its financial, inventory, and supply chain data in real-time with the use of an ERP system, leading to better decision-making and increased productivity. The method also enables the business to monitor the quality and sustainability of its products from farm to shop. The business can safely track its coffee beans and other items using a blockchain network, assuring transparency and lowering the possibility of fraud. Starbucks can now give customers more details about the item's provenance, the sustainable production methods employed, and other significant information thanks to blockchain technology.

GLOSSARY

1. ERP - Enterprise Resource Planning
2. SCM - Supply Chain Management
3. QC - Quality Control
4. FTS - Farm – to - store
5. CX – Customer Experience
6. DLT – Distributed Ledger Technology (used to refer the blockchain technology)
7. IoT – Internet of Things Internet of Things (used in supply chain management to refer to interconnected devices and sensors that monitor and track products)
8. KPI – Key Performance indicator
9. ACSI - The American Customer Satisfaction Index
10. ROI – Return on Investment (used to measure the financial performance of investments)

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1. ABSTRACT

This research paper explores the potential of how Starbucks has implemented Enterprise Resource Planning (ERP) and blockchain technology to improve transparency and traceability in its business processes. Starbucks has implemented blockchain and enterprise resource planning (ERP) technologies. A unified, real-time view of the **business's activities, including financial management, inventory control, and supply chain management,** has been made possible thanks to the ERP system. Contrarily, Starbucks is now able to follow the flow of **products and services across the supply chain, from the origin of raw ingredients to the final customer**, thanks to blockchain technology. This has enabled the business to guarantee product authenticity, stop fraud, and give customers access to comprehensive information about the things they buy. Starbucks has been able to increase consumer satisfaction, show its dedication to sustainability, and showcase its commitment to responsible sourcing procedures through the use of blockchain and ERP technology.

2. INTRODUCTION

Using technology has become more crucial recently for firms to remain competitive in the global market. ERP and blockchain technology are two of the most significant technologies that businesses are using right now. This report examines how Starbucks, a global coffee corporation, has successfully incorporated these technologies to boost operational transparency and supply chain management.

The report provides an overview of supply chain management, the advantages of ERP, and blockchain technology. The following section covers Starbucks' supply chain management process difficulties and how the firm overcame them using ERP and blockchain technology. The report then looks at how these technologies have affected Starbucks' operations, including how they have affected the effectiveness of the supply chain, the quality of the products, and the customer experience.

Organizations frequently utilize **enterprise resource planning** (ERP) systems to coordinate and control key business operations like finance, supply chain management, and customer relations. The operational and financial success of a business may be significantly impacted by the deployment of an ERP system. Starbucks, a multinational coffee company with operations in more than 80 countries, is one such corporation that has deployed an ERP system. The company put the ERP system in place to streamline its financial and supply chain management procedures and support its growth objectives. The purpose of this study is to evaluate Starbucks' ERP system's

efficiency. **The research will examine how the ERP system has affected the business's operations, customer satisfaction, financial planning and analysis, Order management, risk management, compliance and governance, inventory and supply chain, project planning and execution, accounting, financial close and product lifecycle, and revenue recognition**. The report will also detail the difficulties Starbucks had when implementing its ERP system and the solutions it employed to deal with those difficulties.

Blockchain technology is a ground-breaking innovation with the potential to upend numerous industries, including the retail sector. Starbucks, one of the biggest coffee merchants in the world, has a difficult time managing its intricate supply chain and safeguarding customer information. The use of blockchain technology at Starbucks to improve supply chain transparency and data privacy will be examined in this research study.

HOW DOES BLOCKCHAIN WORK?

To explain the functionality of Blockchain we need to understand three important concepts of blockchain.

BLOCKS

Blocks — A blockchain is a distributed, decentralized digital ledger made up of records called blocks that are used to store data, nonces, and hashes. These records are frequently made public.

Each block in a blockchain is made up of three fundamental components.

- The block's data.
- A nonce is a 32-bit whole number.
- A 256-bit number called the hash is attached to the nonce.

MINERS

Mining is the process by which miners add new blocks to the chain. The blockchain is secure because each block contains details about the next and previous node hash. Anyone who wishes to edit a block must restart mining the whole blockchain. The exceedingly difficult arithmetic problem of locating a nonce that produces an approved hash is solved by miners using specialized software and cutting-edge hardware. A block is successfully mined after a hash computation, and the change is acknowledged by every node on the network.

NODES

Decentralization is one of the key ideas behind blockchain technology. The chain cannot be owned by any one computer or entity. Instead, it functions as a distributed ledger through the network's chain of nodes. Any type of electrical equipment that saves copies of the blockchain and keeps the network running can be a node. Every node has a copy of the blockchain, and for the chain to be updated, trusted, and confirmed, the network must algorithmically approve every newly mined block. Every action in the ledger can be easily reviewed and examined since blockchains are transparent. An exclusive alphanumeric identification number is supplied to each participant, and this number displays their transactions. A system of checks and balances combined with public data assists the blockchain in maintaining its integrity and fosters user trust. Blockchains are essentially the scalability of trust through technology. You must comprehend how Blockchain functions to use it. The method enables distributed network processing on both private and shared computers for data validation. In other words, no online asset transaction involving more than two agents takes place with the help of a regulatory body.

How Blockchain Works

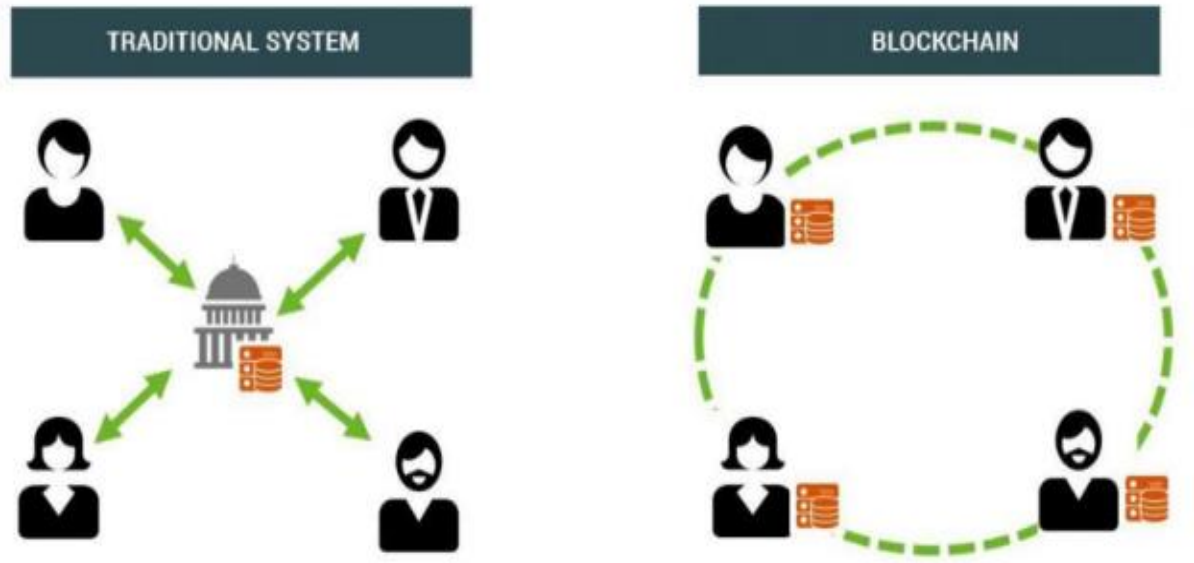

Figure 1: Blockchain Model

FINANCIAL PERFORMANCES

Because of the economic slump in previous years, the corporation utilized several capacitive tactics to maintain its market position when they enter the UK market and make acquisitions. Products from the company also received fair-trade certifications in 2000. They are listed among the Top 10 companies operating in the UK. The corporation launched an aggressive growth strategy to improve its operations and workspaces globally. Relationships with CI, programs to empower young employees, and the launch of Starbucks University are among the company's main accomplishments.

(All figures in Millions)

Year	Net sales	Net Earnings	Earnings per Share	Cash dividend
2013	14892.2	8.3	0.01	0.89
2012	13299.5	1383.8	1.83	0.72
2011	11700.4	1245.7	1.66	0.56
2010	10707.4	945.6	1.27	0.36
2009	9774.6	390.8	0.53	0.00

Figure 2: Financial Figures

3. METHODOLOGY

For the Starbucks case study, data was gathered from a variety of sources, including key stakeholder interviews, document and report analysis, and on-site observations of the ERP system. A qualitative research methodology was used to analyze the data, which includes looking for patterns, themes, and trends. To get firsthand information about the application of these technologies and their impact on business operations, the research also includes interviewing executives and supply chain management experts from Starbucks. To verify and validate the results, the study also used a triangulation strategy for data collecting and analysis, which involved using numerous sources and

techniques. This method assisted in ensuring the validity and reliability of the study's findings.

Supply chains, finance, procurement, and project management are just a few of the routine business tasks that Starbucks employs an Oracle ERP system to handle.

THE INFORMATION SYSTEM USED AT STARBUCKS

Starbucks has employed the ERP (**enterprise resource planning**) dashboards to evaluate current business performance relative to defined goals and pinpoint opportunities for improvement. These dashboards are used as a **decision support system** to depict changes in production and business operations.

Data from businesses are analyzed using **decision support systems**. For semi-structured or unstructured decision-making computer application systems that enable decision-making using data, models, and knowledge, DSS is a human-computer interaction technique.

Starbucks used the Online Analytical Processing tool to perform the statistical and huge data analysis that served as a valuable tool to manage decision-making. To help users more readily make business decisions, the DSS is a computer algorithm program that analyzes and shows business data. Starbucks' parent business in the USA employs only one DSS system, called "oracle." Oracle produces monthly reports that serve as the foundation for significant decisions. Only the parent firm has the power to decide what products to sell.

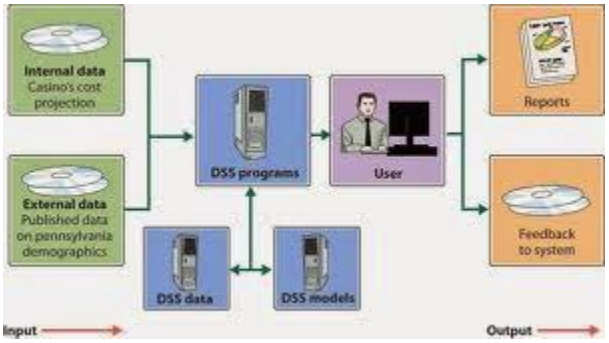

Figure 3: Decision Support System Flow

WHY ORACLE

Oracle technology was used in the construction of Starbucks' point-of-sale data warehouse. With the help of this foundation and the Oracle OLAP option on the Oracle

Exadata Database Machine, Starbucks was able to scale and easily switch from its prior Oracle-based data warehouse to Oracle Exadata to gain more insight and hasten decision-making despite the enormous growth of the data and users.

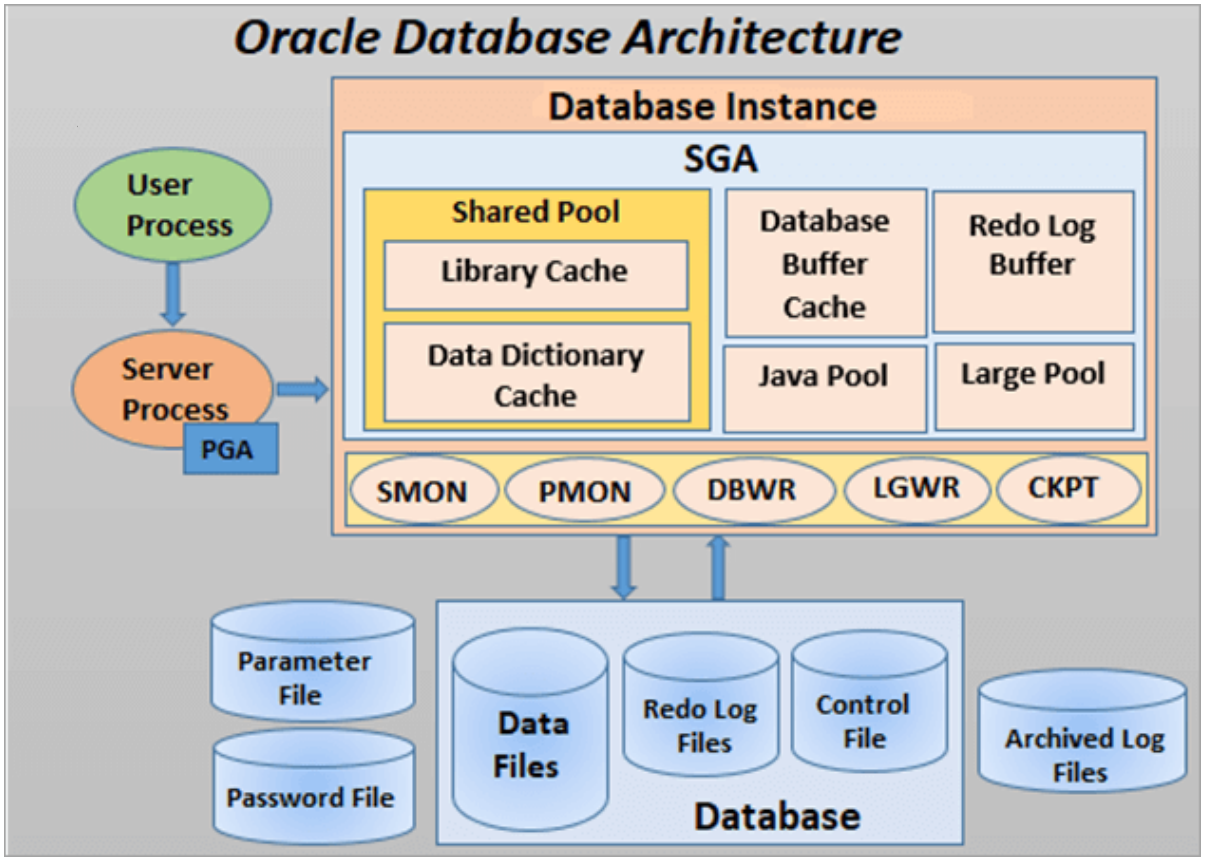

Figure 4: Oracle Database

CHALLENGES

To facilitate better-informed business choices at the corporate, regional, and store levels, develop a strong, continuously accessible enterprise data warehouse with data on supply chain, sales, marketing, and retail management. To keep driving innovation, enhance the capacity for quick analysis and action on supply chain information, customer loyalty, and coffee sales data. Guarantee scalability to accommodate the volume of data's rapid expansion. Expanding at a rapid pace and shifting consumer preferences. **Oversaturation** in some markets caused sales to decline and competition to rise. Starbucks has been rapidly entering new markets and launching new goods and services, which has led to certain operational difficulties **concerning inventory control, supply chain management, and employee training**. Growing consumer demand for healthier and more socially responsible products was another issue that the business

had to deal with, which prompted Starbucks to launch new products and programs to address these issues.

SOLUTIONS

Oracle Exadata Database Machine and Oracle Business Intelligence Enterprise Edition are used to implement the corporate intelligence and warehouse environment that can provide analysts and managers at corporate levels to give useful insight and information on the performance of products and stores for supply chain-driven work.

Added the capability of loading and refreshing data from all stores in time for shop openings, concluding full loads in under four hours, and accomplishing service level agreements aided the company in implementing daily consumer loyalty and point-of-sale data from 10,000 US retailers into the data warehouse and the ability to respond to most queries, like those about coffee sales, in less than 10 seconds, promotions and product combinations at specific retailers. To optimize storage capacity use, Oracle Hybrid Columnar Compression was put into place. In one case, table data that originally weighed 2 terabytes was compressed to 275 gigabytes, a 90% reduction in size.

For speedy and intricate analytics, the Oracle OLAP functionality was employed to make 1-terabyte cubes available built a front-end dashboard with key business metrics that can be seen by 10,000 people, including shop and corporate management, to quickly access operational and sales data at the shop level. Product analysts' increased understanding of consumer preferences will help with strategic planning and new product introductions. Store managers' weekly report-writing time will be cut by hours, and thousands of stores will benefit from the increased insight and better decision-making at the same time. Oracle Partitioning was used to enhance data storage management and cost-effectiveness.

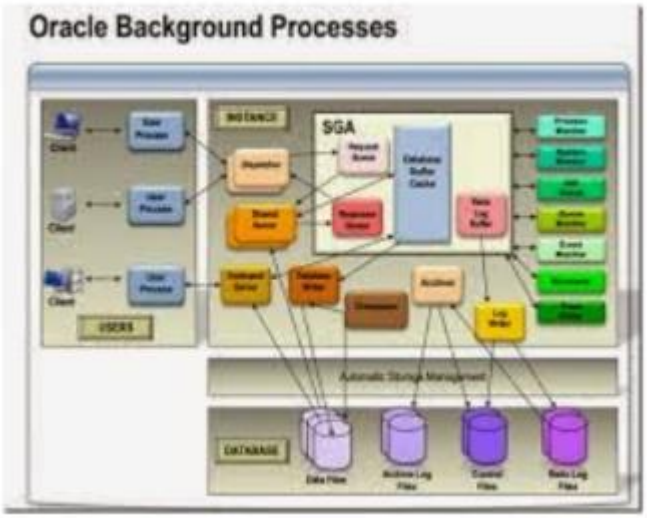

Figure 5: Oracle Background Process

ORACLE PRODUCTS AND SERVICES BY STARBUCKS

Oracle Database 12c comes with a world-class multidimensional analysis engine called Oracle OLAP. Oracle OLAP cubes produce results with reaction times that are second to thought utilizing simple SQL queries to do complex calculations. When OLAP cubes are deployed as materialized views, this exceptional query performance may be transparently tapped into to improve the performance of summary queries against detailed relational data. Due to Oracle OLAP's integration with Oracle Database 12c, it is a scalable, secure, and enterprise-ready platform that can handle data and business rules centrally.

Analytical measures such as time-series computations, financial models, predictions, allocations, regressions, and more are simple to develop using Oracle OLAP. To accommodate nearly every need for an analytical computation, hundreds of analytical functions can be simply combined into bespoke functions. In Oracle OLAP cubes, dimension views are arranged in a constellation around the cube (or fact) view using a star schema architecture. This representation of OLAP data is used by any program or tool for reporting and analysis, including complex business intelligence systems, SQL-based development tools, and Excel.

With Oracle OLAP you can:

- Create a multidimensional model with ease using sophisticated analytical computations
- Provide powerful analytics to any reporting and analytical application in a productive manner using simple SQL.
- Transparently enhance summary queries against tables by utilizing materialized views based on cubes
- Useful in integrating the own OLAP data with any other data such as XML
- Use current knowledge of and expenditure in Oracle db software.

ORACLE EXADATA DATABASE MACHINE

The most efficient and practical platform for running the Oracle Database is the Oracle Exadata Database Machine. The servers and storage in the Exadata modern architecture are connected via a scale-out, industry-standard database server, intelligent storage servers, and a highly quick internal InfiniBand network. Exadata's proprietary software algorithms use PCI-based flash storage, InfiniBand networking, and database intelligence to give more performance and capacity at a cheaper cost than other platforms. Database workloads that Exadata can manage include consolidation of mixed workloads, data warehousing, and online transaction processing (OLTP). The Exadata Database Machine is the ideal building block for a consolidated database cloud since it is quick and easy to set up, powers and secures your most crucial databases, and is simple to use.

DATABASE MACHINE BENEFITS

- **Best Data Warehouse platform**: For quicker access to business-critical data, run more queries concurrently and increase data warehouse query performance by a factor of 10 or more.
- **Best OLTP platform**: Combine massive physical flash with super-fast flash compression and clever flash caching algorithms that can provide millions of I/Os per second to boost the performance of OLTP-focused applications.
- **Best Consolidation platform**: Discrete special-purpose systems should be replaced with a unified platform that provides industry-leading performance and scalability for all database applications. As requests flow from database servers to network adapters and switches, to storage, and back again, Exadata can transparently prioritize them.

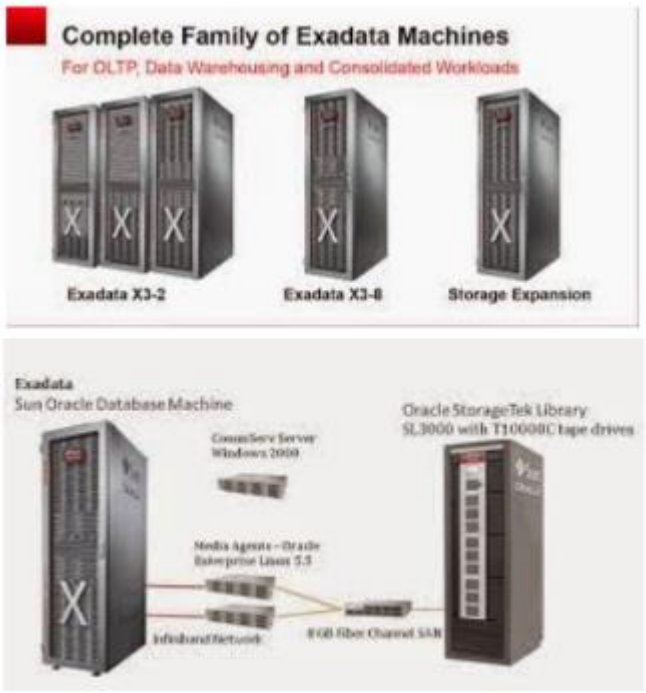

Figure 6: Exadata Machine for OLTP, Data Warehousing

A WORD FROM THE STARBUCKS COFFEE COMPANY

"*Our Oracle Exadata-based database warehouse and Oracle Business Intelligence environment deliver detailed insight into point-of-sale data that allows us to innovate and offer our customers better services."* – **Mike Manzano, Vice President, Analytics and Insight, Starbucks Coffee Company.**

THE EFFECTIVENESS OF THE ERP SYSTEM AT STARBUCKS

Surveys of Starbucks store managers and technical specialists were used to gather the primary data on the company's ERP system. The analysis's findings showed that the company's ERP is efficient and has been enhancing the company's performance.

DATA GATHERING

STUDY DESIGN

This study's objective was to assess Starbucks' ERP system's effectiveness and, if necessary, offer improvement recommendations. An exploratory research technique

was needed to collect the necessary data since it allows the researcher to learn new things about the topic they are studying.

STUDY POPULATION AND SAMPLING

The population of the study consisted of Starbucks managers and employees. While choosing the shops and the people from which to collect data, the researcher used a random sample procedure. 50 Starbucks employees and 10 managers made up the final sample. The managers and workers who made up the study sample are broken down according to their Starbucks positions in the table below.

Participants	Roles
10 managers	Store management
50 employees	Customer service

Figure 7: Breakdown of the Participants

DATA COLLECTION

For the study, only primary data were used. By administering questionnaire surveys to the sample members, the primary data were obtained. The utilized questionnaire is included as an appendix. Before conducting the research, permission from the store managers was requested. Confidentiality and other ethical concerns were all addressed. Participants were supplied with the surveys by email, and they also responded via email. To prevent deterring the individuals from participating, the surveys were kept brief.

FINDINGS AND DATA ANALYSIS

Only 34 employees and 7 managers completed the surveys and returned them out of the 60 participants to whom it was given. Seven employee questionnaires were returned unanswered because they were incomplete. The managers' questionnaires were all fully completed. So, a sample of 7 managers and 27 employees served as the basis for the data used in the study.

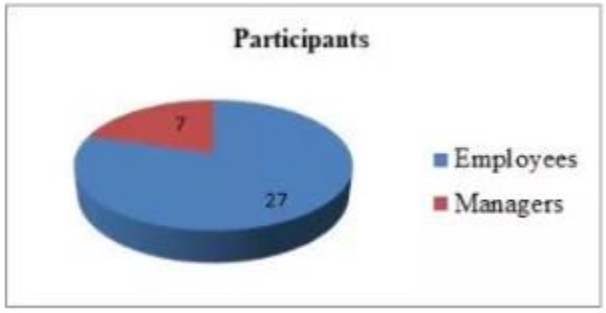

Figure 8: Final Population for Survey

THEMES

Four items made up the questionnaire that was used. to a lot of people who are interested in the subject.

QUESTION 1. BENEFITS OF ERP SYSTEM IN STARBUCKS

Six recurring themes emerged in relation to Starbucks' ERP system's benefits, including cost savings, integrated information, improved corroboration, faster procedures, improved productivity, and improved customer service. The graphs below illustrate how frequently both managers and employees mentioned the aforementioned themes:

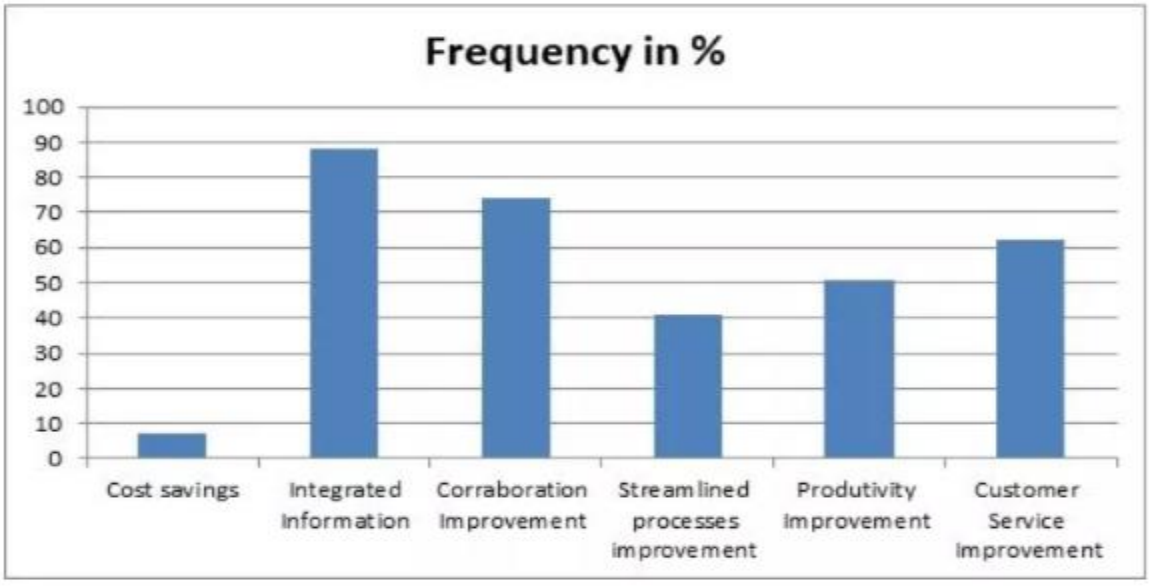

Figure 9: Employees' frequency of themes

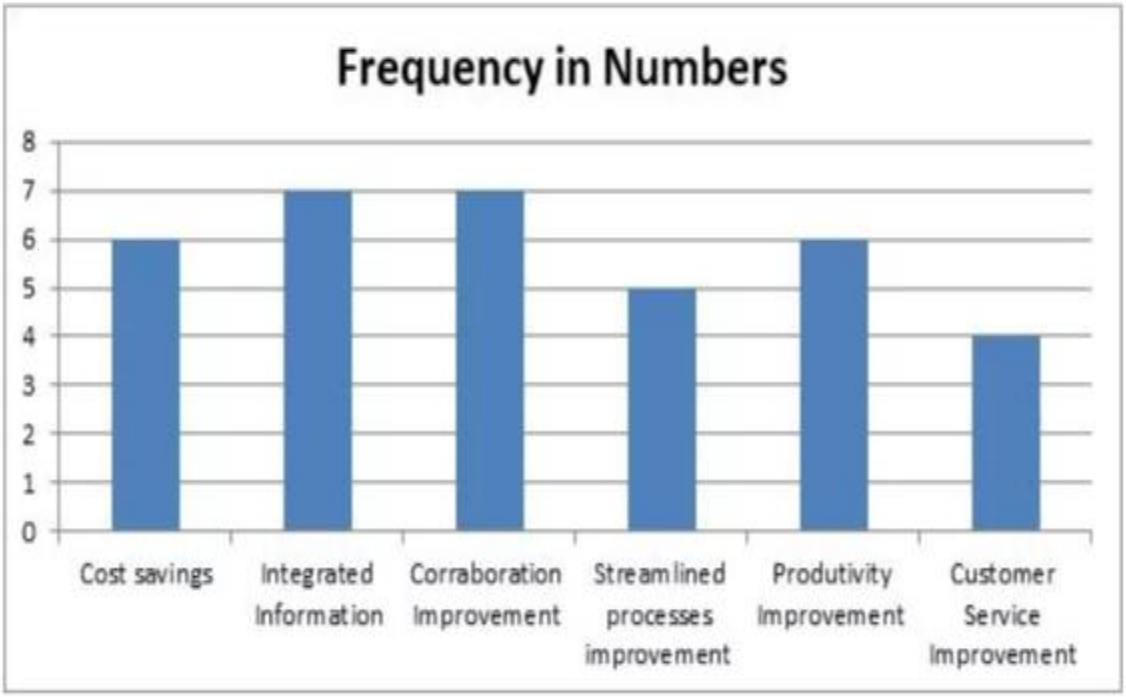

Figure 10: The managers' recurrence of themes

QUESTION 2: HOW ERP SYSTEM AFFECTS THE WORK

Some of the themes from question 1 were repeated in the second question, but new universal themes also emerged. Enhancing information availability, correlating information, predicting outcomes, raising productivity, and enhancing mobility were the key subjects discussed. Figures 4.0 and 5.0, respectively, indicate the frequency of

the following themes among employees and supervisors:

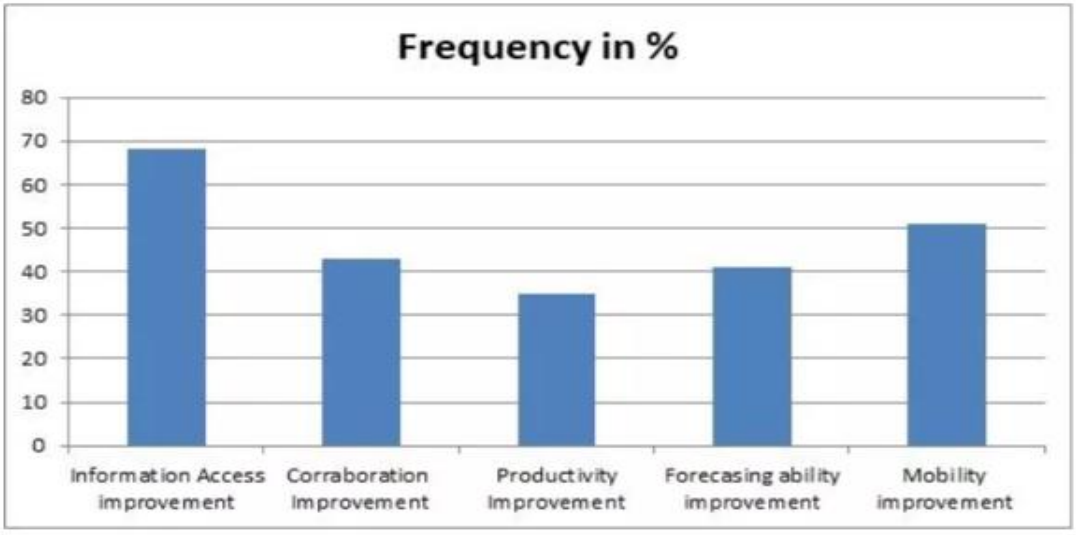

Figure 11: Frequency among the workforce

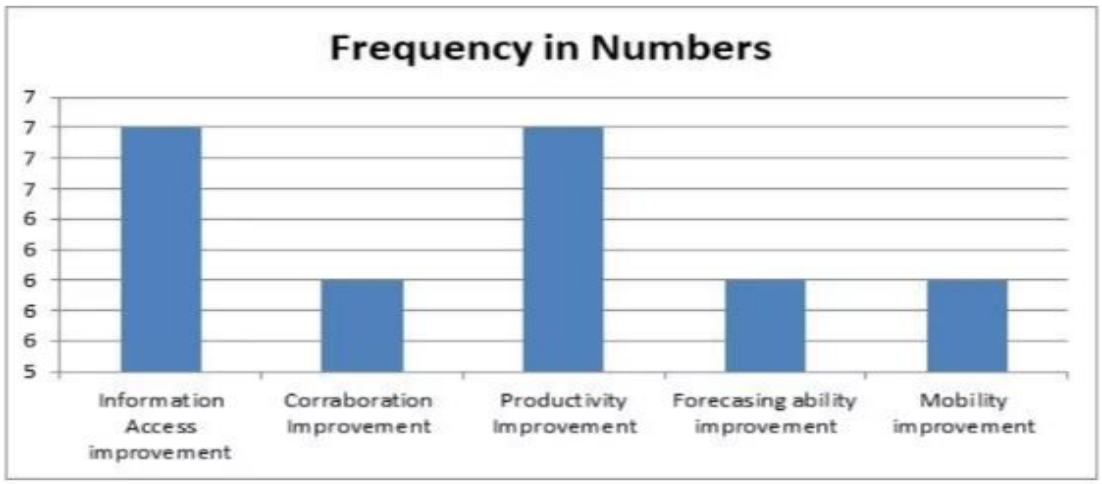

Figure 12: Frequency of the themes among the managers

QUESTION 3: IMPLICATIONS/WEAKNESSES OF THE ERP SYSTEM

Regarding Starbucks' ERP system's flaws or problems, only two prevalent themes emerged: intermittent computer system failure and some employees' incapacity to use it. The figures below indicate the frequencies of the two themes:

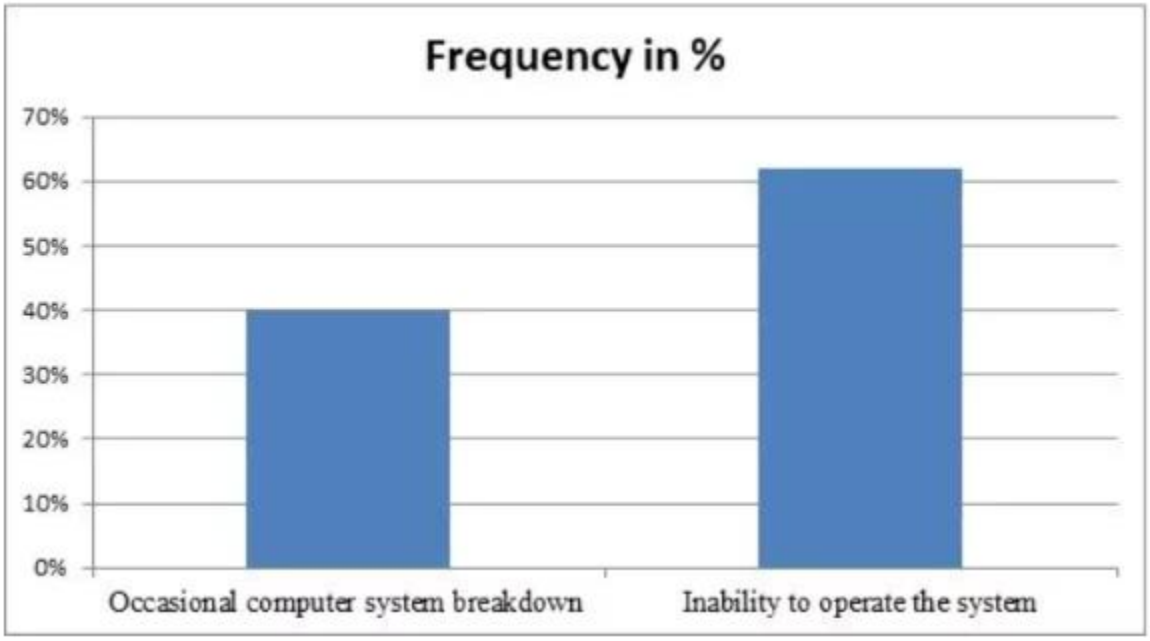

Figure 13: Frequencies among the employees

Because they already have the necessary training, no management mentioned that they were unable to use the system. 5 managers stated that the system's flaw is related to sporadic computer system failures.

QUESTION 4: SUGGESTED IMPROVEMENTS TO THE SYSTEM

Addressing computer system failure and giving staff training chances were the two key issues that arose from the fourth set of questions. Thirteen employees brought up the need for training, but no manager brought it up. The issue of computer system failure was raised by 17 employees and 6 managers.

FINDINGS

The benefit of the ERP system that is acknowledged by the majority of employees and all management is the integration of information, as shown in figures 2.0 and 3.0. Improvement in corroboration is also very important. The managers claimed that the system improved their ability to coordinate with both the staff and other supervisors. Cost savings receives very little attention from the staff, perhaps because they are not directly involved in cost control. Due to their closer involvement in servicing customers than management, employees gave customer service a reasonably good rating.

The respondents listed 5 advantages of the ERP system in their work when asked about its effects. One of the most noticeable effects of the ERP system at Starbucks, as reported by both management and staff, is improved access to information. The system, according to the workers and managers, gave them access to data from various organizational sources, giving them enough knowledge of how the business runs. According to the responses to the question, it appears that the ERP system affects managers far more so than employees.

Since 5 supervisors and 62% of the workforce brought up the computer system failure, it is clear that this is the system's primary flaw. Failure has negative impacts and occasionally leads to a decrease in revenue, a rise in expenses, and a loss of clientele. The supervisors do not address the issue of the employee's lack of training, but given that ten employees brought it up, it is an important issue. The two issues were identified as the areas that required improvement the most.

Questions

1. Position held by the respondent at Starbucks

- Store Manager
- Employee

1. Length of service at Starbucks in terms of years

0-1 1-5 5-10 15 and above

1. What benefits do you think the ERP system in Starbucks has?

.....

2. How does the ERP system affect your work, either positively or negatively?

.....

3. What do you think are the weaknesses or limitations of the system?

.....

4. How do you think the ERP system should be improved?

Figure 14: Questionnaire

BLOCKCHAIN TECHNOLOGY

The idea of **blockchain technology** is then explained, along with several potential Starbucks uses. The report makes the case that by enabling the tracking of coffee beans from the farm to the coffee shop, blockchain technology can improve the transparency

of Starbucks' supply chain. This would make sure that the beans are sourced responsibly and that the farmers are adequately compensated.

The study also covers the management of Starbucks' loyalty rewards program using blockchain technology. Starbucks may make sure that rewards points are tracked accurately and that they are simple for customers to use by utilizing blockchain technology. In addition, using blockchain technology to process payments gives customers a safe and effective way to pay for their coffee while lowering the risk of fraud.

The necessity of data privacy in the digital era is emphasized in the report's conclusion, along with some ways that blockchain technology can assist in safeguarding user data. Starbucks could guarantee data security and give customers control over who can access their information by keeping customer data on a blockchain.

Starbucks is giving consumers the chance to get closer to the farmers that grow the chain's coffee—at least virtually—with a new traceability tool that traces products "from bean to cup."

Customers can use the recently launched service, which employs blockchain technology, to scan a code on the back of a bag of coffee beans to get information on the country, a specific farm or farms, and the farmers who created the product. Even if they haven't bought Starbucks coffee beans, visitors can still browse the site because a condensed version provides details on the locations of Starbucks' bean farms and roasteries as well as an overview of the company's coffee product line.

CHALLENGES FACED BY STARBUCKS:

Starbucks' supply chain is complicated and challenging to manage because it imports coffee beans from all over the world. By 2025, Starbucks promises to source all of its coffee ethically. Unfortunately, it might be difficult to guarantee that the coffee beans are sourced ethically and that the farmers are paid appropriately. Starbucks has occasionally come under fire for its sourcing decisions, including claims that it purchases coffee from farms that employ child labor. As a result, the supply chain needs to be more transparent.

Also, Starbucks gathers a ton of client information, such as payment details, details for loyalty reward programs, and private data. This information needs to be secured against hackers and other bad actors. Starbucks has already experienced data breaches, underscoring the need for tighter data protection procedures.

Lack of transparency:

Starbucks may find it challenging to trace the origin and quality of the coffee beans due to the complexity of the coffee supply chain. It may be difficult for Starbucks to uphold fair trade principles and win over customers due to this lack of openness.

Traceability:

It can be difficult for Starbucks to guarantee the quality and authenticity of the coffee beans due to a lack of traceability in the coffee supply chain. It may be difficult to stop supply chain fraud, counterfeiting, and other illicit actions as a result of this lack of traceability.

Security:

Fraud and other security vulnerabilities may make the coffee supply chain more susceptible, which could jeopardize its integrity. Starbucks may have encountered difficulties in maintaining the authenticity of its coffee beans and ensuring the security of its supply chain.

Operational inefficiencies:

There may be delays, mistakes, and increased costs as a result of the coffee supply chain's potential slowness and inefficiency. Starbucks may have had difficulties in simplifying its supply chain and lowering transaction costs and times.

Technical barriers:

It can be difficult to implement blockchain technology, and it might need a lot of technical resources. Finding the best IT partners and incorporating blockchain technology into Starbucks' current supply chain management systems may have been difficult tasks.

STARBUCKS UTILIZING BLOCKCHAIN TECHNOLOGY AND SOLUTIONS

- Starbucks tracked the origin and quality of the coffee beans by using blockchain technology to create a transparent and impenetrable record of the coffee supply chain. By doing this, Starbucks can assure fair trade practices and increase customer confidence.

- Starbucks can monitor the path of the coffee beans from the farm to the cup using blockchain technology, creating a trustworthy and auditable record of the supply

chain. By doing this, Starbucks can guarantee the high quality and originality of the coffee beans, stop fraud and counterfeiting, and adhere to legal requirements.

- Starbucks may use blockchain technology to create a safe and impenetrable record of the coffee supply chain, lowering the risk of fraud and other security concerns. By doing this, Starbucks can increase customer confidence and safeguard the authenticity of its coffee beans.
- The coffee supply chain can be streamlined using blockchain technology, which will cut down on transaction costs and time while increasing chain efficiency. By doing this, Starbucks may be able to lower expenses and increase customer happiness.
- By collaborating with tech firms with knowledge of supply chain management systems and blockchain technology, Starbucks can overcome technical obstacles. Starbucks can also spend money on training and development to create internal blockchain technology knowledge.
- By generating a transparent and irreversible record of consumer transactions and rewards, blockchain technology can improve Starbucks' loyalty programs and offer customers a more effective and secure payment mechanism.

4. CONCLUSION AND RECOMMENDATION

Improve in decision support system

- use of WebEx weboffices - focused on communication
- employ data-driven - webfocus
- utilize document-driven Captaris process

Overall, the ERP system is very important to businesses since it assists in integrating information from various sources and making it accessible to organizational stakeholders through various access points. A crucial benefit of information integration is that it empowers managers to take wise decisions. Like other worldwide organizations, Starbucks has put the system into place. According to the literature study, there have been conflicting findings in the past studies about whether or not the ERP system improves organizational performance. Nonetheless, the majority of research have discovered that the software has many advantages for businesses. It is crucial to find solutions to the implementation and management issues of the ERP

system in order to reap its benefits. The important success elements for the program must also be understood and followed.

Given that the ERP system benefits the business, the managers, and the employees, it is clear from the Starbucks study that it is effective. The study's findings only mention two problems: some staff lack proper training on how to utilize the system, and the computer systems that power the ERP systems occasionally malfunction. Starbucks should modernize its computer systems in order to lower the likelihood of failure, according to the key recommendation. Starbucks needs to provide opportunities for staff members to receive system usage training. As technology advances, Starbucks should keep updating its ERP system.

The coffee supply chain could be transformed by blockchain technology by increasing accountability, openness, and traceability. Starbucks has acknowledged how using blockchain technology can help the company meet its environmental objectives and win its customers' trust. Through collaborations and test projects, the company has investigated the application of blockchain technology in managing its sustainable coffee supply chain. Starbucks has taken steps to address these issues and use the promise of blockchain technology to enhance the coffee supply chain, despite the implementation of blockchain technology having certain difficulties. According to the study's findings, blockchain technology can assist Starbucks in achieving its sustainability objectives and help create a more ethical and sustainable coffee sector.

In conclusion, Starbucks has improved greatly since its early systems, which were inefficient and raised costs. If Starbucks is to take use of the IS technology that is presently available on the market, there is still a long way to go. Starbucks' biggest issue is its scale, however this may be overcome by implementing a standardized IS System across the entire organization. Starbucks has effectively attained their objective of ranking among the top five fast food companies on the international market. Increase your profit margin. Improve the standing. By opening retail locations all around the world, the company may quickly grow. The quality and level of Starbucks' decision-making have increased. End users and IS experts at Starbucks may find it simpler to make business decisions for the foreseeable future.

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