

# STARBUCKS



Tracy, Nikita, Swati, Haozhe



# STARBUCKS BACKGROUND

Starbucks is a leading coffee making retail industry in the U.S.

It has experienced tremendous growth and profitability since very beginning.

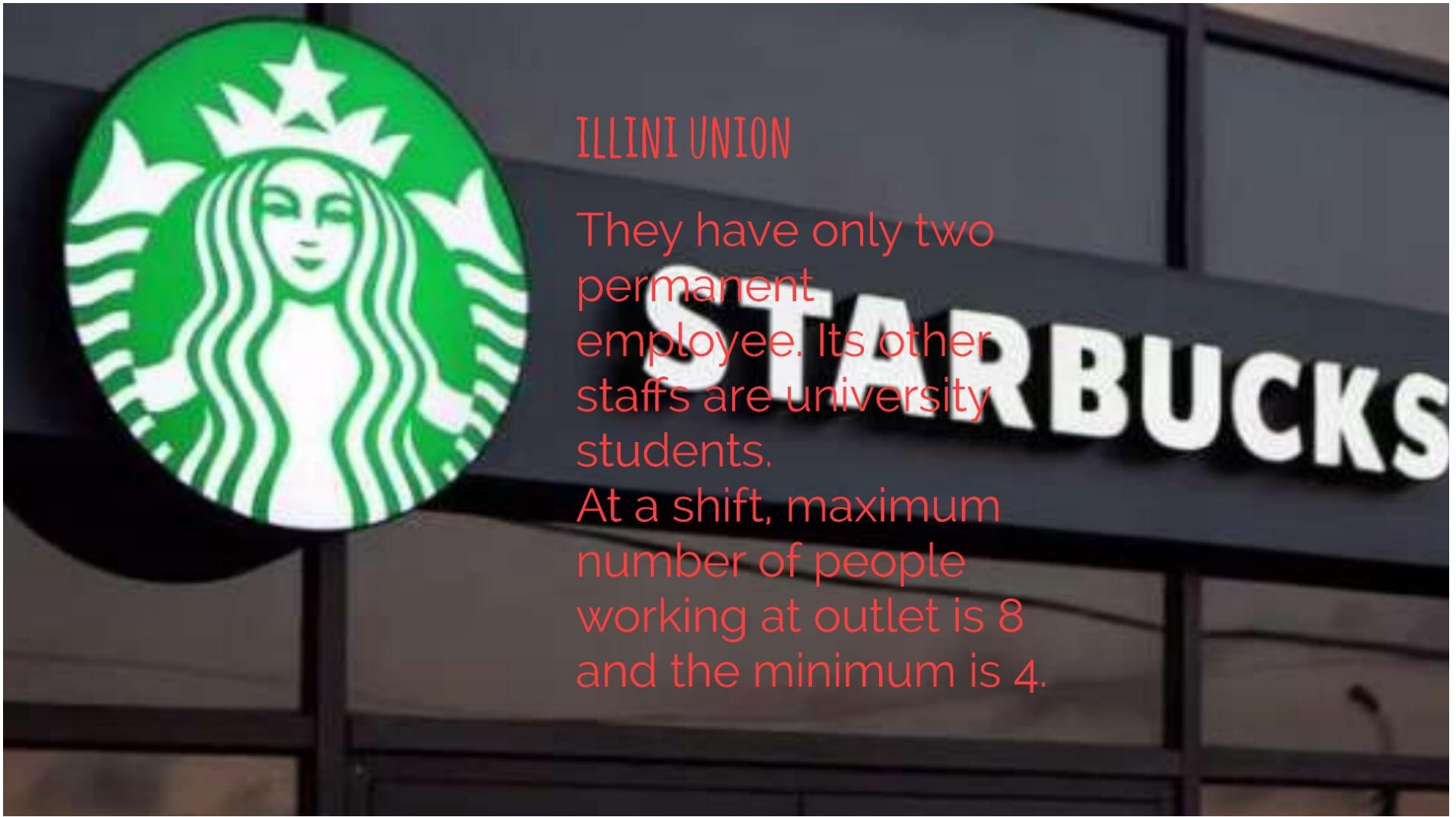
They have a huge customer base.



ILLINI UNION



BUSINESS PROCESS



ILLINI UNION

They have only two permanent employees. Its other staffs are university students.

At a shift, maximum number of people working at outlet is 8 and the minimum is 4.

A large Starbucks logo is visible on the left side of the slide, featuring the green circular emblem with the white mermaid and three stars.

## BUSINESS PROCESS

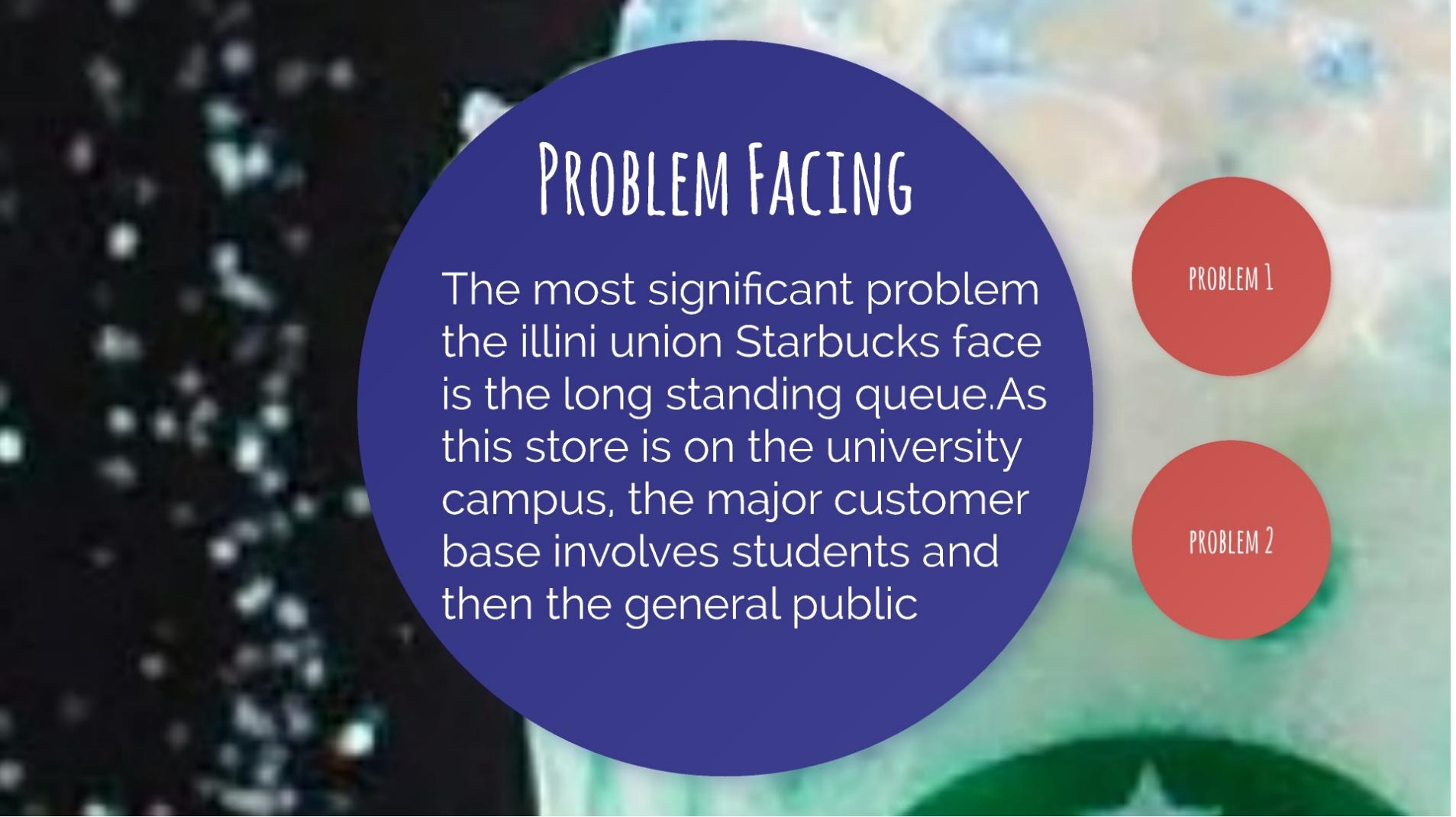
Three aspects of its business process-  
Order placement,  
processing the order,  
delivering the order.

This process of  
Starbucks Operations  
provides excellent  
customer service.

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## PROBLEM FACING

The most significant problem the illini union Starbucks face is the long standing queue. As this store is on the university campus, the major customer base involves students and then the general public

PROBLEM 1

PROBLEM 2

PROBLEM 1

No right utilization as the store space especially at the workstation



## PROBLEM 2

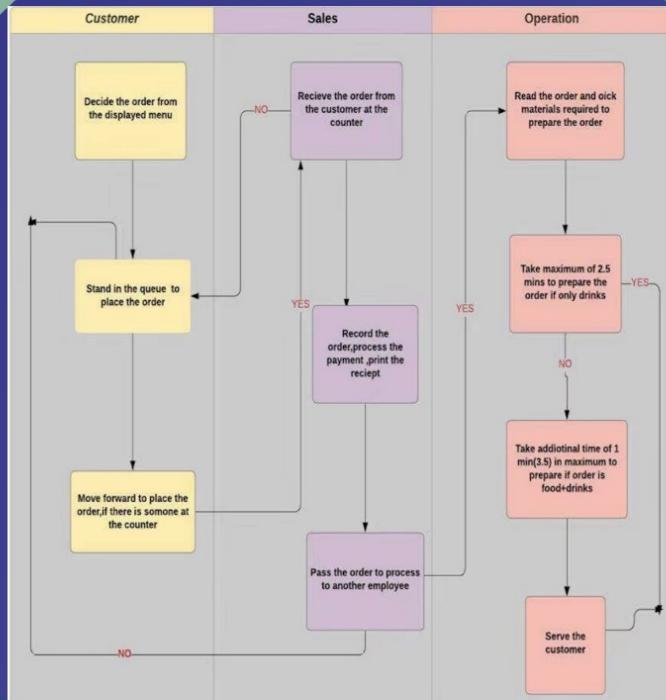
No permanent employee, as all are university students and leave the jobs after few months who are replaced by others.



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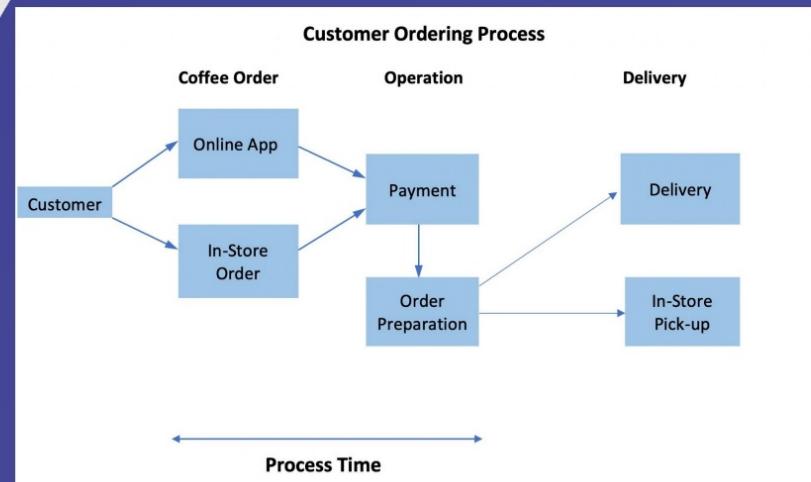


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## ACTION FLOW CHART



ACTION 1

ACTION 2

ACTION 3

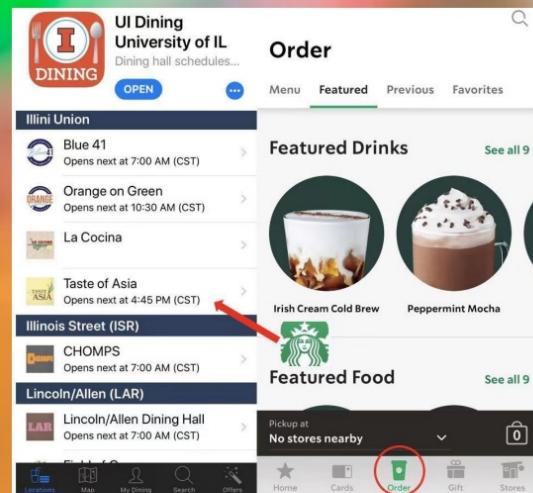
ACTION 4

# ORDER OPTION UPGRADE

To reduce the waiting time

Add Starbucks in UI Dining University of IL and do online order to reduce waiting time in the long queue

Partnership with 3rd party like Ubereat, Chowbus



# ENHANCE EMPLOYEE TRAINING

Join Starbucks College Achievement Program

The screenshot shows the Starbucks website's careers section. At the top, there are links for MENU, REWARDS, and GIFT CARDS. On the right, there are buttons for Find a store, Sign in, and Join now. Below these, there are dropdown menus for Find a Job, Working at Starbucks, and My Jobs, along with a search icon. A large banner on the left features a woman in a graduation cap and gown with her arms raised in triumph, with the text "STARBUCKS COLLEGE ACHIEVEMENT PLAN" and "Creating your path". Below this is a "Watch video" button. To the right, under the heading "Future leaders start here", is a paragraph about the program's benefits for eligible U.S. partners. Below this is another section titled "Are you a current partner?" with a "Get started" button.



## WORK ALLOCATION

Sometimes the cashier or the coffee maker will heat up some bakeries or pastries. It caused that sometimes the customer has to wait for either coffee or bakeries. Therefore, our proposal process is as an example as below. For instance, considering ordering is around 1 minutes, making coffee is average around 2.5 minutes and all the service can be provided to the customer will take around 3-5 minutes. Compared to the existing service process, the new process will reduce some waiting time for the customers.

it text



## THE RIGHT UTILIZATION OF THE STORE AREA

Less utilization of space is affecting both the students as they are unable to find seats to sit and the employees as the station is being compromised. To improve our main problem reducing waiting time of the service, we would like to expand the working area and remodel the seating area. Thereby increasing the number of employees and reducing the waiting time of consumers



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