

Starbucks

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People, Places and Environment

October 11, 2012

Since 1971 Starbucks has been more than just a cup of coffee. Holding the title for America's largest global coffee company, with shops in over 60 countries, Starbucks brings the old Italian coffeehouse tradition into modern light. The invigorating smells of the world's highest quality coffee beans, state of the art espresso machinery, and the social café atmosphere of all Starbucks' coffeehouses set the backdrop for the extraordinary customer experience that is cherished by loyal customers. CEO of the coffee shop empire, Howard Shultz, believes Starbucks is rekindling America's love affair with coffee.

Gaining entry into Forbes Top 100 Businesses, Starbucks earned its spot with their powerful combination of marketing and branding techniques that lure potential customers, but the secret ingredient to their success is the creation of their unique customer experience blend, the Starbucks environment, which has ultimately driven them to the top along with Starbucks' numerous diehard loyal customers. Starbucks' success also feeds off the company's culture it has created. Starbucks' culture is organized with an internal focus, where it concerns itself with their own first, its supplier, employees and customers, like a family. The company's culture is also built with flexibility, which allows for innovation and adaptation to change, imperative to Starbucks' sustainability goals. The world-famous coffeehouse chain is about more than just a cup of coffee.

Besides making that marvelous cup of coffee, Starbucks has created human interactions with their café's ambiance, as well as sparked community involvement, while also celebrating cultural diversity around the world.



Starbucks logo



Coffee cup from Starbucks with customers name



Typical Starbucks coffee house atmosphere



Enthusiastic Starbucks barista



Starbucks' advertising campaign



Starbucks community service volunteer



Starbucks goes green



Starbucks gives love



Starbucks supports small businesses of America

Starbucks has discovered the connections among people, how they have adapted to their place and how they have modified their natural environment. The company understands that human interactions are important in creating sustainable and enduring communities of the future, and in engaging the people, both locally and globally, in the issues of today.

The infamous Starbucks logo, depicting the captivating two-tailed mermaid siren from Greek mythology, represents the irresistible and tempting taste of the coffee; its design has been luring its customers in for over 40 years. Not only does Starbucks lure its customers in, but they also trap them with the coffeehouse's enticing atmosphere of low lighting, high-end furniture, calming background music, and tempting smells of baked goods and fresh coffee. Moreover, the atmosphere of the coffeehouse encourages social interactions among customers. Starbucks has created a new lifestyle for people, a "third place" as they like to call it, if you're not at home and you're not at work, you're at Starbucks. The friendly baristas treat customers like family and make them feel special and unique by writing each customer's name on their coffee cup.

Wanting to be more than just a cup of coffee, Starbucks has created a community among its customers, joined together to make a difference. Loyal customers volunteer to give back through community service geared to help save our natural environment. The company has also chosen to go green in many innovative ways, making their napkins and cups with recycled materials, as well as rewarding customers with points on their Greenbucks card for returning dishwasher safe reusable coffee cups to any Starbucks.

More than just giving back locally, Starbucks have given back nationally and globally. With Starbucks' indivisible campaign each coffeehouse supports small businesses of America with donations from customers. Last year, for the month of December, Starbucks went red; for every customer who paid with their red card Starbucks made a contribution to the Global Fund to help people living with HIV/AIDS in Africa. Amazing how a single cup of coffee can connect us worldwide.