

Team: Dark Roast

Executive Summary:

As a group we focused on three main areas for Starbucks to improve; innovation and technology, connecting with the community, and expanding the food menu. All together we had observed the customers in the Starbucks stores all had one thing in common, they were all using electronic devices. Considering this, in order to increase Starbucks innovation, we are recommending Starbucks implement vending machines that distribute various chargers to loyalty customers for free. By offering this feature it is an attraction for customers to visit Starbucks restaurants as well as increase the time they spend in the stores. This recommendation can also increase the app activity for Starbucks and better connect the company to the millennial generation. Starbucks already performs many tasks within the communities in which their restaurants are located as well as where their materials are sourced. However, they do not connect to their communities on a more personal level using their products. To improve this, we are recommending Starbucks implement educational tasting classes in their restaurants. These classes will further customer's knowledge and understanding of what goes into Starbucks specialty drinks as well as form connections and increase interactions between the barista and the community. Our final recommendation for Starbucks is to expand their food menu. We categorized Starbucks to be in the fast casual industry; in this industry the company has the most opportunities. Starbucks is already the leading firm in the coffee industry and we are now recommending the company further themselves by expanding their food menu. We believe if Starbucks begins to offer freshly made cold cut sandwiches it will attract new customers as well as increase their profits during lunch hours. This recommendation will also increase the amount of time a customer spends in the restaurant. We believe by separating our recommendations into three different sections will help Starbucks expand in many ways and areas as well as connect to different customer groups. These recommendations can increase both the amount of daily customers and the amount of new customers but most importantly increase profits for Starbucks.