

Part One Company “A” Analysis Career Report

DALLAN DELGADO

BCOM

Professor Mr. Ken Guthrie

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| NAME: | ASSIGNMENT: CAREER REPORT |
| | <p>Please type your responses in this column.</p> <p>It will lengthen as needed. Proofread your responses carefully.</p> |
| <u>COMPANY</u> – Name the company for which you are pretending to work. | Starbucks Company |
| <u>POSITION</u> – Describe the position you are pretending to hold. Include the formal title. To describe the company, look for language the company uses in its own job description. If that is not available, look for language used to describe similar positions. | I work as a salesperson in the company, acting as a liaison between customers and the com |
| <u>TO WHOM DO YOU REPORT?</u> – Who is your boss? What is the boss’s title? We suggest that you use the name of the highest-ranking person in your department. | My boss is the sales manager who heads a team of salespeople. The sales manager is responsible for setting quotas, building sales plans, and being involved in hiring and firing salespeople. |

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| <p><u>SCHEDULE</u> – List the hours and days of the week you would work in this position. Include options to have a flexible schedule.</p> | <p>In my position as a salesperson, I work only on weekdays for six hours.</p> |
| <p><u>LOCATION</u> – List where the work takes place. Include options to telecommute.</p> | <p>I work in the company’s cafeteria.</p> |
| <p><u>COMPENSATION</u> – What is the pay range? What other compensation is offered? (Include insurance coverage, vacation time, sick days, retirement benefits, and any other compensation that has a monetary value.)</p> | <p>I am paid \$12 per hour. Also, I have 12-leave sick days; upon retirement, I will receive a pension and two weeks’ mandatory vacation time.</p> |
| <p><u>CAREER DEVELOPMENT</u> – How does the company develop employee’s skills? Look for information on training, education reimbursement, mentoring, assignment of duties, promotion tracks.</p> | <p>Starbucks offers training programs where employees are educated and taught the best ways to perform their responsibilities and roles. Besides, it has mentorship programs and promotion services for employees.</p> |

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| <p><u>OTHER PERKS</u> – List any incentives or rewards that are in addition to financial compensation, such as a company car, Marta discounts, cell phone, laptop, free refreshments, paid time off for volunteering, and employee discounts.</p> | <p>Some rewards or incentives issued by Starbucks to employees are paid time off for volunteering and gifts in the form of laptops, cellphones, and cloth merchandise.</p> |
| <p><u>COMPANY ANALYSIS</u></p> <p>Delve deeper into the company where you pretend to work.</p> <p>THE BCOM 3950 RESEARCH RESOURCES PAGE SHOWS YOU HOW TO FIND THE ANSWER TO THESE QUESTIONS.</p> <p><u>BCOM RESEARCH RESOURCES LINK</u></p> | <p>Starbucks is a reputable company dealing in the sales of coffee products. It operates over 30,000 stores globally – 70 countries. The company produces different coffee products that are of high-quality. It is recognized as one of the most profitable and successful companies in the US.</p> |
| <p>When was the company founded?</p> | <p>31st March, 1971</p> |

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| <p>What products and services does the company offer?</p> | <p>The company offers a range of products such as handcrafted beverages – iced coffee, hot and iced espresso beverages, non-coffee blended beverages, and other merchandise like packaged goods, books, mugs, and accessories.</p> |
| <p>Describe the company’s target customer or client group(s).</p> | <p>The company’s target market encompasses men and women of ages between 25 to 40 years residing in urban regions and have high incomes.</p> |
| <p>What is the industry code assigned by NAICS? You can plug this code into search engines and find out A LOT about an industry.</p> | <p>NAICS for Starbucks Company is 722213 for the coffee shops and 311920 for its products.</p> |

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| <p>Is it public, and if so, what is the stock symbol and on what market(s) is it traded?</p> | <p>It is a public company dealing with coffee beverages, smoothies, baked goods, and tea. It trades at various markets such as NASDAQ: SBUX, NASDAQ-100, S&P 100, and S&P 500.</p>  |
| <p>Is it private? What type of private company? Go to References USA on the BCOM Research Resources page to see if it is listed. If it is not, we suggest you use a different company because it will be hard to find the information you need.</p> | <p>It is not a private company</p> |
| <p>What products and services does the company offer?</p> | <p>Beverages – and other merchandise like packaged goods, books, mugs, and accessories.</p> |
| <p>Describe the company’s target customer or client group(s).</p> | <p>The company’s target market encompasses men and women of ages between 25 to 40 years residing in urban regions and have high incomes</p> |

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| Annual revenue (most recent full fiscal year) | In the year ending 2020, the company generated approximately \$6.2 billion. |
| Describe the company's competitive threats. | The company faces competitive threats such as imitation and competition arising from low-cost coffee sellers. Also, it has a potential threats from the ever-increasing independent coffeehouse movements. |
| Describe the company's growth opportunities. | <ul style="list-style-type: none"> i. Expansion in developing markets ii. Diversification of business iii. It has embraced partnerships with other reputable firms |
| Describe the company's culture in your own words, using 3 complete sentences . Consider its mission, values, ethics, and work environment. | The company seeks to enthuse and cherish the human spirit by providing its customers with high-quality coffee products. It does so by creating a culture of warmth as well as belonging. Furthermore, the company upholds its partners, customers and, coffer. |

Memo

To: [Instructor's Title and Name]

From: [Student's Name]

Date: [The Date]

Subject: The Process Used in Gathering Information on Starbucks

I am writing to inform you that I gathered information regarding Starbucks in various ways.

Foremost, as an employee within the organization, I understand how activities are performed within the company. Also, I held interviews with employees from different departments to get their insights on the company. Besides, I visited the organization's website, Starbucks.com, where I found more comprehensive information on its operations.

Starbucks is a recognized firm that is renowned for selling high-quality coffee products. This has managed to ensure that it remains shortlisted among reputable firms worldwide. Various employees I interviewed gave me positive reviews regarding the company that has been magnificent from its inception. Moreover, customers give good reviews concerning the services and products they are provided with when they visit Starbuck stores.

On the last version of this memo, I received a Grammar score of 90. This denotes that my memo was impeccably written and accurately done. My grammar was top-notch, making the memo readable and easy to understand. The Grammar features I found most useful included repetitive words, outdated spelling, and misspelled words. When running my memo on grammar, the features mentioned above were significantly resourceful. For instance, various words that were repeated, misspelled, and outdated were autocorrected. The corrections made my work presentable – good quality.

Starbucks is a company with prolific culture admired by various companies in the world.

Working as a salesperson in the company has helped me become equipped with a better work ethic and professionalism. I am happy and pleased to work within such an illustrious company.

