

DOCUMENT

SCORE

10448572-1**89** of 100

ISSUES FOUND IN THIS TEXT

43

PLAGIARISM

1%**Contextual Spelling****1**

Confused Words

1

Grammar No errors**Punctuation****2**

Comma Misuse within Clauses

1

Closing Punctuation

1

Sentence Structure**4**

Incomplete Sentences

3

Misplaced Words or Phrases

1

Style**36**

Unclear Reference

24

Passive Voice Misuse

12

Vocabulary enhancement No errors

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STARBUCKS COMPANY.

8

Running head: STARBUCKS COMPANY. ¹

¹ Sentence fragment

1

Starbucks Company

Name

Course Code

Professor's Name

Institution

Date

Introduction.

Starbucks is a coffee company and coffee chain ² located in the United States. The company was founded back in 1971 in Seattle, Washington (Koehn, 2002). Since its establishment, the company has grown hence expanding its operations to other countries across the world. Today,

² Unoriginal text: 9 words

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the company operates as one of the biggest coffee firms in the world (Schultz, 2012). This ³ has been contributed majorly to the increased good performance by the company in the industry which often leads to the firm gaining a lot of competitiveness in the industry. The firm ⁴ today is an established multinational firm with a very strong ⁵ brand name in the industry (Christopher, 2014). This ⁶ makes the firm ⁷ to gain a competitive edge over its rivals in the industry.

The effectiveness of the management of the firm ⁸ in the industry has seen it grow significantly in the industry. The company is headed ⁹ by Howard Schultz who acts as both the chairman and CEO of the firm (Koehn, 2002). His leadership has seen the company grow significantly as well as increase the company's competitiveness in the industry by adopting and implementing very effective strategic plans. The quality of the firm's products has also improved significantly as a result of the use of effective strategies for the company. The leadership of the firm ¹⁰ has also been on the front line to maintain the culture of the firm ¹¹ which greatly ¹² contributes to the success of the company ¹³ in the industry.

The organizational culture of Starbucks.

The culture of a business firm is developed ¹⁴ over a long period ¹⁵. This ¹⁶ forms the common practice of the workers in the business ¹⁷ enterprise hence becoming a norm in the business enterprise. The management of a business firm plays a key role in shaping the culture on an organization (Daft, 2012). This ¹⁸ is because the management is the one responsible for making major decisions in the firm which are followed ¹⁹ by all the workers in the business enterprise. This ²⁰, therefore, leads to the management adopting very practical guideline on how the company will be run ²¹. Repeated actions the workers guided by such rules and regulations laid down by the management ²² of the business firm forms the culture of it (Daft, 2012).

³ Unclear antecedent

⁴ Repetitive word: *firm*

⁵ Weak adjective: *strong*

⁶ Unclear antecedent

⁷ Repetitive word: *firm*

⁸ Repetitive word: *firm*

⁹ Passive voice

¹⁰ Repetitive word: *firm*

¹¹ Repetitive word: *firm*

¹² Overused word: *greatly*

¹³ Repetitive word: *company*

¹⁴ Passive voice

¹⁵ Overused word: *long*

¹⁶ Unclear antecedent

¹⁷ Repetitive word: *business*

¹⁸ Unclear antecedent

¹⁹

Organizational Culture refers to the believes ²³, values and practices that are upheld by workers in the firm ²⁴ (Flamholtz, 2001). This ²⁵ greatly influences their behavior as well as their actions in the firm ²⁶ hence contributing to the success of the business enterprise. Starbuck company has a very strong ²⁷ organizational culture that greatly ²⁸ contributes to the success of the business ²⁹ enterprises ³⁰. The key elements of the organizational ³¹ culture of Starbucks that contribute to its success in the market include; the hard work culture in the organization (Christopher, 2014). The firm has a culture of employing hard-working workers who contribute to its increased performance in the global economy. The firm also has the culture of maintaining high-quality standards of their products. This ³² leads to attraction and retention of the customers to the business enterprise which in turn contributes to improved performance of the firm in the industry. The company also has maintained a culture of environmental conservation which helps the firm ³³ keep the environment clean hence preventing its pollution. This ³⁴ has seen the company build a very strong ³⁵ brand name. This ³⁶ boosts the performance of the firm ³⁷ significantly in the industry. Finally, the company has the culture of maintaining corporate social responsibility. This ³⁸ has seen the firm ³⁹ attract many customers in the industry.

The effectiveness ⁴⁰ of the Management.

Management of a firm is responsible for many good performances in the business enterprise. This ⁴¹ is because the management is responsible for various changes in the business enterprise ⁴². Like any other business, the operations of Starbucks Incorporation are regulated ⁴³ by the top management ⁴⁴ of the firm as well as other middle-level managers in the company (Christopher, 2014). Strategic decisions are usually made by the company ⁴⁵'s top ⁴⁶ management and authorize by the CEO ⁴⁷ himself for

²⁰ Passive voice
²¹ Unclear antecedent

²² Passive voice
²³ Repetitive word: *management*

²⁴ Possibly confused word: *believes*

²⁵ Repetitive word: *firm*

²⁶ Unclear antecedent

²⁷ Repetitive word: *firm*

²⁸ Weak adjective: *strong*

²⁹ Overused word: *greatly*

³⁰ Repetitive word: *business*

³¹ Repetitive word: *enterprises*

³² Repetitive word: *organizational*

³³ Unclear antecedent

³⁴ Repetitive word: *firm*

³⁵ Unclear antecedent

³⁶ Weak adjective: *strong*

³⁷ Unclear antecedent

³⁸ Repetitive word: *firm*

them to be executed ⁴⁸. This ⁴⁹ facilitates the good ⁵⁰ performance of the company ⁵¹ in the industry (Christopher, 2014). The management is also responsible for motivating the employees to work extra hard. When the employees are motivated, they are bound to deliver quality work hence boosting the performance of the firm significantly.

The performance of a firm is greatly ⁵³ guided ⁵² by its mission as well as vision (Daft, 2012). This ⁵⁴ is because the mission represents the short term goal the company intends to achieve and the ways it is going to do so. The vision, on the other hand, offers the direction towards where the company wants to be in the future hence making it possible for them to work towards achieving their set goals and objectives. The vision statement is, in other words, the long-term goals that a firm wants to achieve ⁵⁵. The management of Starbucks has been in the forefront in ensuring the firm ⁵⁶ sets very effective ⁵⁷ and achievable goals which steer the firm ⁵⁸ towards achieving their set goals ⁵⁹ and objectives (Christopher, 2014). This ⁶⁰ helps the firm ⁶¹ to gain a competitive advantage over their competitors in the industry.

The management of the firm has been responsible for maintaining the organizational culture of Starbucks. This ⁶³ is because the top management ⁶⁴ of a firm ⁶⁵ has powers to change the culture of an organization by implementing various policies in the firm ⁶⁶. The Starbucks` management has instead implemented policies that aim at strengthening the organizational culture of the firm ⁶⁷. The management ⁶⁸ of the firm ⁶⁹ plays a very crucial role in maintaining the culture by supporting the elements of it (Rothaermel, 2015). Starbucks management has for instance adopted and implemented policies that seek to ensure the firm has effective ⁷⁰ corporate social responsibility strategies. The quality of the coffee, as well as ⁷¹ other products offered by the firm ⁷², is maintained by the management of the firm ⁷³

³⁸ Unclear antecedent

³⁹ Repetitive word: *firm*

⁴⁰ Missing verb

⁴¹ Unclear antecedent

⁴² Repetitive word: *enterprise*

⁴³ Passive voice

⁴⁴ Repetitive word: *management*

⁴⁵ Repetitive word: *company*

⁴⁶ Repetitive word: *top*

⁴⁷ Squinting modifier

⁴⁸ Passive voice

⁴⁹ Unclear antecedent

⁵⁰ Overused word: *good*

⁵¹ Repetitive word: *company*

⁵² Passive voice

⁵³ Overused word: *greatly*

⁵⁴ Unclear antecedent

⁵⁵ Repetitive word: *achieve*

⁵⁶ Repetitive word: *firm*

⁵⁷ Overused word: *effective*

⁵⁸ Repetitive word: *firm*

⁵⁹

by adopting and implementing very strict quality control measures to ensure the quality standards are met ⁷⁴. Starbuck's management has been very effective ⁷⁵ in promoting innovativeness of the firm in the industry. This ⁷⁶ is because it has been able to facilitate the innovativeness in its services to customers. Innovation is one of the key ⁷⁷ qualities that greatly ⁷⁸ leads to the success of the management of a firm (Daft, 2012). The innovativeness ranges from the quality of the products of the firm ⁷⁹ to the ways the company serves their customers in the market. Starbucks has been very innovative in use of the new technology to boost the quality of its coffee products while at the same time lowering the prices of it (Christopher, 2014). This ⁸⁰ has made it affordable to many people. The innovativeness is also seen ⁸¹ in the packaging of the coffee products where the coffee is packed ⁸² in a high-quality ready brew and suites proper size for use. The company has also been very effective ⁸³ in innovating the best flavors for its coffee products (Christopher, 2014). The company has also installed Internet services in their premises to ensure the customers enjoys free WIFI internet as they continue to take their products. All these innovativeness has seen the company gain a lot of competitive advantages over their rivals in the industry. The move by the company ⁸⁴, for instance, to install WIFI in their premises has seen the company attract a lot of customers (Christopher, 2014). This ⁸⁵ has in turn ⁸⁶ lead to increased performance by the firm. The management of a firm plays very vital role in ensuring the firm ⁸⁷ they manage is successful in the industry. As such, the managers of the firm ⁸⁸ should have some key competencies which help them perform their duties effectively (Christopher, 2014). One of the key competency ⁸⁹ that a successful manager at Starbuck must have is advocating for changes in the organization necessary to develop the firm as well as its workers. This

⁶⁰ Repetitive word: *goals*
⁶¹ Unclear antecedent

⁶¹ Repetitive word: *firm*
⁶² Missing verb

⁶³ Unclear antecedent
⁶⁴ Repetitive word: *management*
⁶⁵ Repetitive word: *firm*
⁶⁶ Repetitive word: *firm*

⁶⁷ Unclear antecedent
⁶⁸ Repetitive word: *firm*
⁶⁹ Repetitive word: *management*
⁶⁹ Repetitive word: *firm*

⁷⁰ Overused word: *effective*
⁷¹ Unoriginal text: 8 words
www.harveynorman.co.nz/home-app..
⁷² Repetitive word: *firm*
⁷³ Repetitive word: *firm*

⁷⁴ Repetitive word: *firm*
⁷⁴ Passive voice

⁷⁵ Overused word: *effective*

⁷⁶ Unclear antecedent

⁷⁷ Overused word: *key*
⁷⁸ Overused word: *greatly*

⁷⁹ Repetitive word: *firm*

competency ⁹⁰ ensures that the manager accepts innovation in the company for the benefit of the company as well as utilizing the talents of its employees. This competency ⁹¹ perfectly fits in the innovativeness culture of the firm.

⁸¹ Unclear antecedent
Passive voice

This ⁹² is because this competency ⁹³ encourages the workers to lead by the manager to be innovative as lead to efficiency in the production process of the firm ⁹⁴ as well as improving the quality of the company products.

⁸² Passive voice

⁸³ Overused word: *effective*

Strategies to Achieve Long-Term Sustainability.

Strategies are the guidelines that are followed by a business enterprise to achieve its set goals and objectives.

The top management of a firm is responsible for formulating, designing and developing the strategic decisions that guide the operations of the firm ⁹⁵ they manage (Daft, 2012). This ⁹⁶ enables the firm ⁹⁷ to gain a competitive advantage over their competitors as well as sustain their performance in the industry.

⁸⁴ Repetitive word: *company*

Starbucks can use various strategies to achieve long-term sustainability of the company as the global leader in the coffee industry. This ⁹⁸ can be achieved ^{100 99} without the company's CEO, Howard Shultz. The company can use strategies such as decentralization of authority in the firm.

⁸⁵ Unclear antecedent

⁸⁶ [has, in turn,]

This ¹⁰¹ will enable the middle-level managers, as well as supervisors, get involved in making decisions that affect the operations of the company. This ¹⁰² is because the company will have given them such powers. By doing so, the middle-level managers will make very effective ¹⁰³ decisions as well as strategies which when implemented in the firm will lead to increased performance by the company.

⁸⁷ Repetitive word: *firm*

⁸⁸ Repetitive word: *firm*

High levels of bureaucracy in a firm ¹⁰⁴ lead to the ¹⁰⁵ firm ¹⁰⁶ failing to implement ¹⁰⁷ contributions made by supervisors as well as middle-level managers in a firm ¹⁰⁸ since the final say lays on the hands of the top management and the CEO of the firm ¹⁰⁹ (Rothaermel, 2015). This ¹¹⁰ makes the firm ¹¹¹ fail to implement some of

⁸⁹ Repetitive word: *competency*

⁹⁰ Repetitive word: *competency*

⁹¹ Repetitive word: *competency*

⁹² Unclear antecedent

⁹³ Repetitive word: *competency*

⁹⁴ Repetitive word: *firm*

the very useful ideas that can contribute to the success of the firm ¹¹² in the industry. By decentralizing the operations of the firm ¹¹³, such ideas will be incorporated ¹¹⁴ into the operations of the company hence the firm ¹¹⁵ performs well in the industry. Since the middle-level managers interact with the customers in the at the ground level, they can determine their demands hence by being allowed to make decisions that can be used to run the business enterprise will see the company perform well in the industry. This strategy will see Starbucks achieve long-term sustainability as a global leader in the coffee industry without the company's CEO.

⁹⁵ Repetitive word: *firm*
⁹⁶ Unclear antecedent
⁹⁷ Repetitive word: *firm*

⁹⁸ Unclear antecedent
⁹⁹ Passive voice
¹⁰⁰ Repetitive word: *achieved*
¹⁰¹ Unclear antecedent

¹⁰² Unclear antecedent

References.

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¹⁰³ Overused word: *effective*
¹⁰⁴ Unusual word pair
¹⁰⁵ Repetitive word: *lead*
¹⁰⁶ Repetitive word: *firm*
¹⁰⁷ Repetitive word: *implement*
¹⁰⁸ Repetitive word: *firm*
¹⁰⁹ Repetitive word: *firm*
¹¹⁰ Unclear antecedent
¹¹¹ Repetitive word: *firm*
¹¹² Repetitive word: *firm*
¹¹³ Repetitive word: *firm*
¹¹⁴ Passive voice
¹¹⁵

built a company one cup at a time. Hachette UK.

Repetitive word: *firm*

¹¹⁶

Unoriginal text: 8 words

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¹¹⁷

[Pub... → Pub.]