

Analysis using Models and Frameworks

In every situation it is always advisable to begin looking internally first, improve these conditions and then move to external conditions and improve them.

3 C Analysis

Competition

Name	Place	Stores	Key Differentiator
Small Scale Coffee Chains			
Caribou Coffee	Minneapolis based	200+ stores in 9 states	Store environment – Alaskan lodge, knotty pine cabinetry, fireplaces and soft seating
Peet's Coffee and Tea	California based	About 70 stores in 5 states	Freshest coffee in the market – "Roast to order", hand roasted beans
Independent Speciality Coffee Shops			
Various Shops	Different locations	Different stores across all states	Different coffee shops different offerings – wide range of F&B, Satellite TV, Internet connections, personalised services
Donut and Bagel Chains			
Dunkin Donuts	–	3700+ stores in 38 states	Flavoured coffee and non-coffee beverages; Dunkaccino, Vanilla Chai

Company

Mission



Statement

"to inspire and nurture the human spirit – one person, one cup and one neighbourhood at a time"

Guiding Principles

Starbucks describes 6 guiding principles in their mission statement that also communicates the organization values.

Starbucks Delivering Customer Service Case

LM Reder



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