

# The Starbucks Story





### OUR BUSINESS PLANNING FRAMEWORK AND HOW IT ALL WORKS TOGETHER

#### MISSION STATEMENT

To establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles while we grow

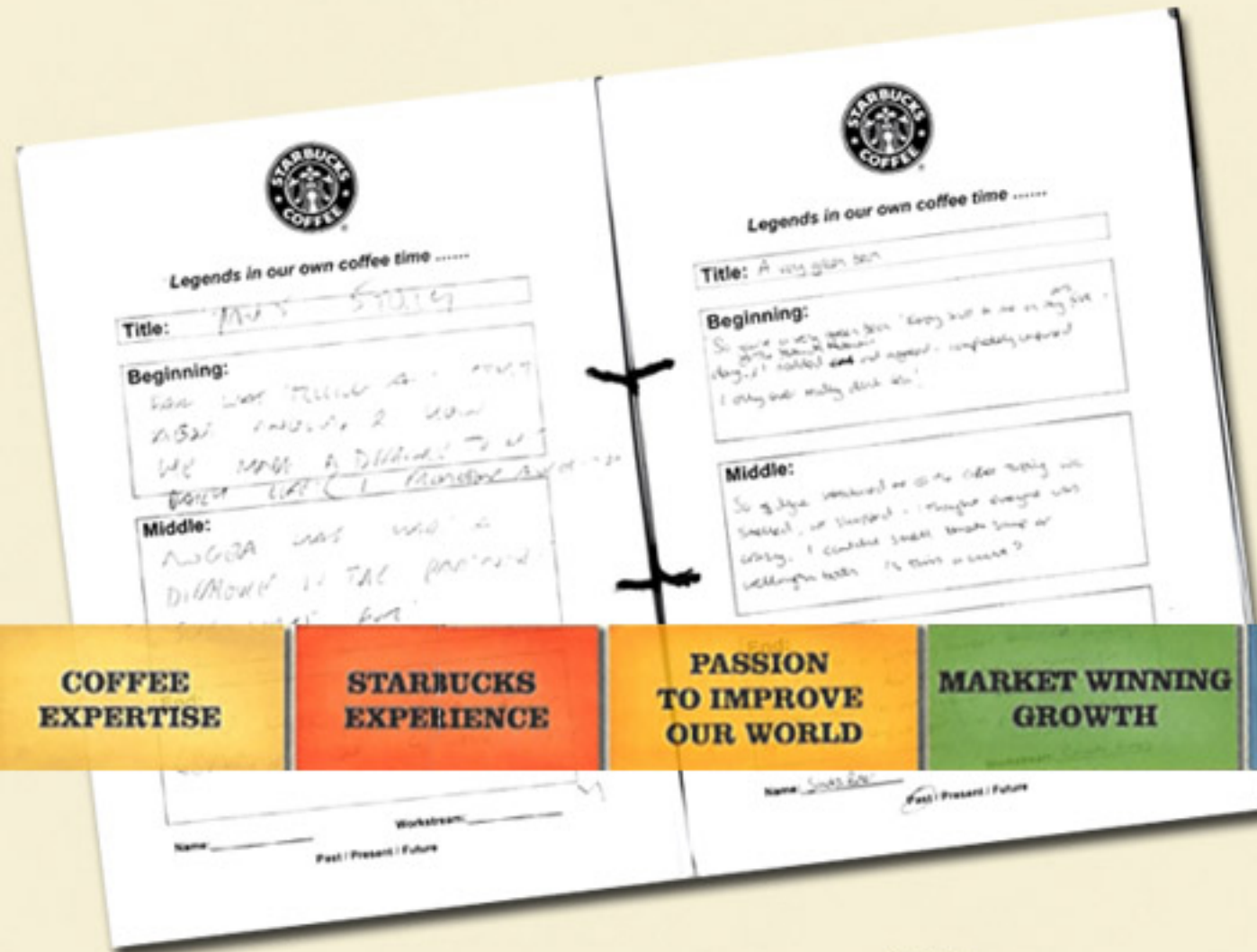


To provide an **uplifting** experience that **enriches** people's daily lives





# Bringing the Starbucks Plan to Life



Live storytelling



## Online Engagement

Tell your story

View stories about  
Starbucks

Get Involved





Tell Your Story

View Stories About Starbucks

By Location

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Get Involved



The Army Wife who Joined Up



Eddie The Eager

Coffee Speed Dating

Strawberries & Cream

Precious Moments

Who Wants to be a Millionaire





## Tell Your Story

### View Stories About Starbucks

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## Get Involved

### The Army Wife who Joined Up

I am Celia and I work in the Starbucks Experience Workstream. Standing in line at Dundee Overgate I got chatting to a customer called Lornette and her three year old, Leila. Being new to the area and with her husband posted away with the army in Iraq meant that Lornette found her Starbucks experience particularly comforting. Starbucks felt like a home from home for both her and her daughter. Knowing so few people in the area, they visited a lot.

Lornette was enthusiastic about Starbucks, so enthusiastic she said she wanted to join up. It was time for me to enable the delivery of an uplifting customer and partner experience!

I told Lornette who I was and that we had a new store opening nearby. Interviews were today and, yes, I'd look after Leila while the S.M. interviewed her. Well, I'm proud to say that our enthusiastically satisfied customer is now a passionate partner!





Tell Your Story

View Stories About Starbucks

By Location

Enter Postcode


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**Passion to improve our World**  
Last Updated by [Rebecca](#) 1 hour ago



I'm Nils Clement and I work in the Passion to Improve our World workstream. This is the legend of Eddie the Eager...

Once upon a time in FY07 I was recruiting for an IT buyer for the region. After many interviews one suitor stood out. Eddie had travelled the world and was overqualified for the task and yet, he seemed so eager.

I started to tell Eddie about Starbucks and what we do. I was waxing lyrical about our workstream when he interrupted to say that he had read every page of our CSR report and what were we doing about waste? The waste debate turned into a talk about all the CSR opportunities and our meeting went on and on and on!





Tell Your Story

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By Location

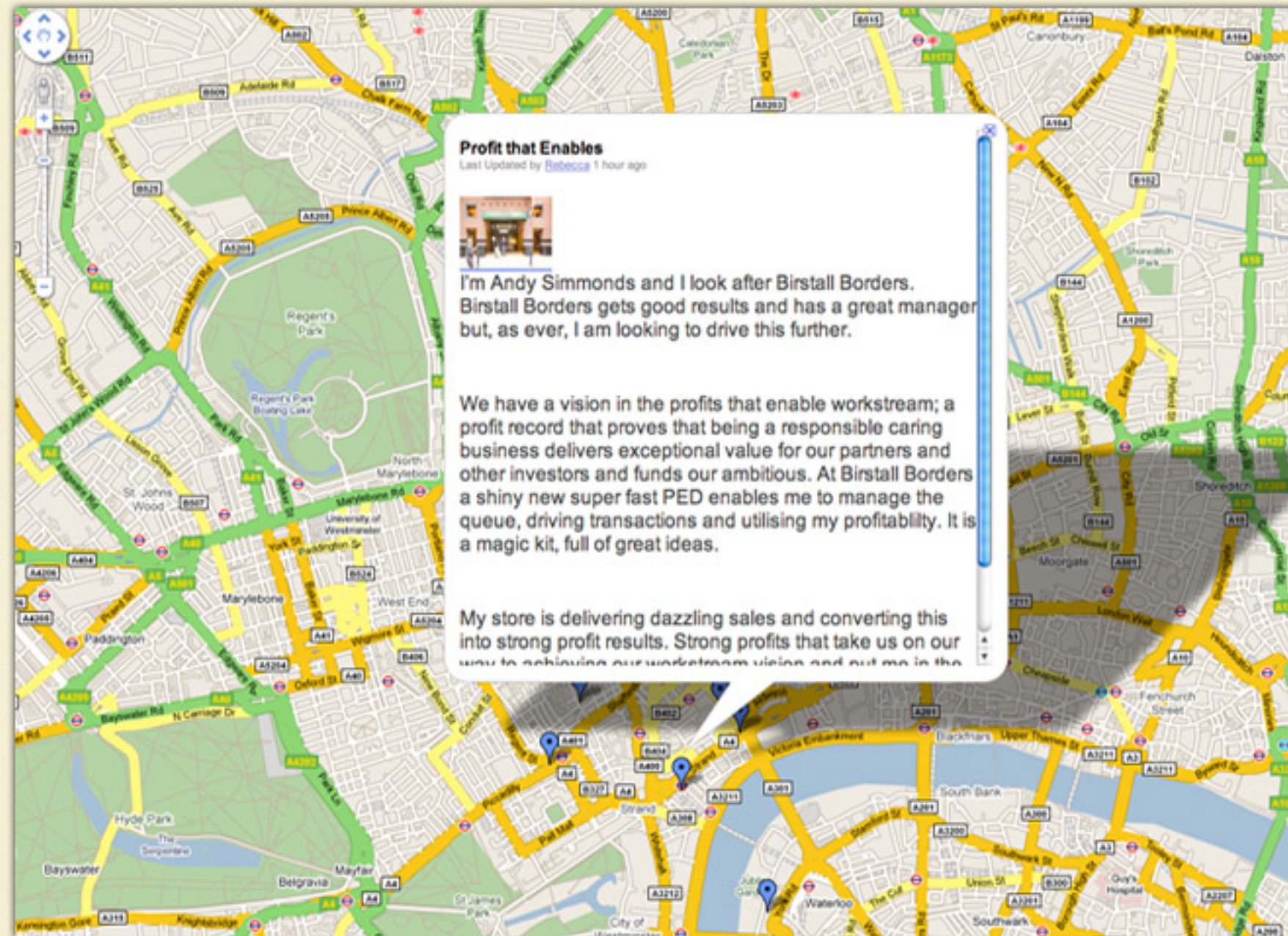
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Profit that Enables

Last Updated by Rebecca 1 hour ago



I'm Andy Simmonds and I look after Birstall Borders. Birstall Borders gets good results and has a great manager but, as ever, I am looking to drive this further.

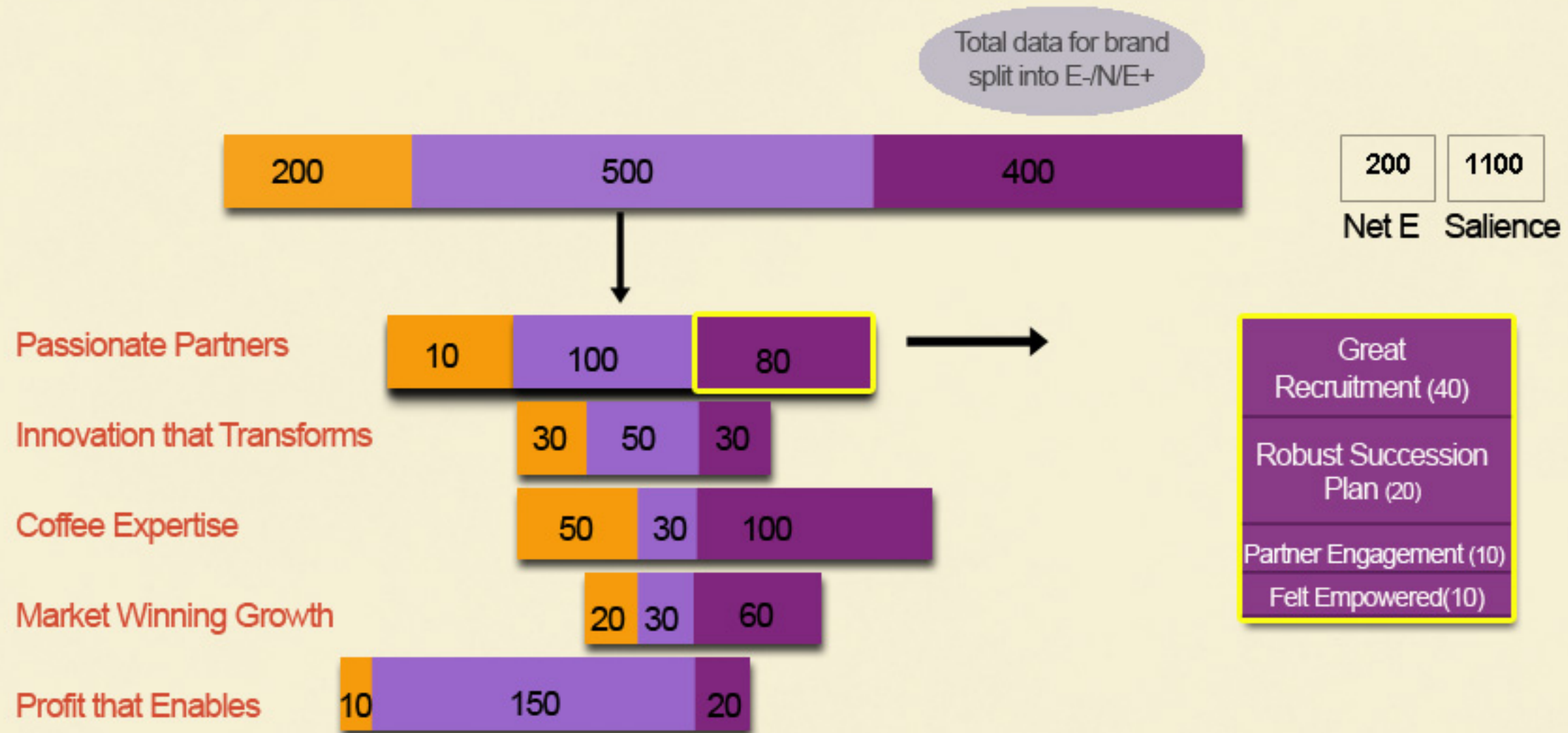
We have a vision in the profits that enable workstream; a profit record that proves that being a responsible caring business delivers exceptional value for our partners and other investors and funds our ambitious. At Birstall Borders a shiny new super fast PED enables me to manage the queue, driving transactions and utilising my profitability. It is a magic kit, full of great ideas.

My store is delivering dazzling sales and converting this into strong profit results. Strong profits that take us on our way to achieving our workstream vision and put me in the





# From Brand level metrics to verbatim comments – How the data works for you



Total data for brand/nameplate broken out into themes

New dimensions evolve naturally rather than being artificially created by the researcher



■ E- ■ Neutral ■ E+  
Base: mentions per 100