

Starbucks - targets young adults and adults

Caseism.com



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Starbucks background

Founded in 1971



Mission Statement

Our mission: to inspire and nurture the human spirit – one person, one cup, and one neighborhood at a time.

Drive Thru in 1994



First outlet in Singapore (1996)



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Recognitions

Caseism.com

Starbucks is a leading brand in the world of coffee. It is a global leader in the coffee industry, with a strong presence in the United States and other major markets. Starbucks is known for its high-quality coffee, its commitment to sustainability, and its focus on creating a warm and inviting atmosphere for its customers.

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Part 11

Problems and Benefits CRM



Problems and Benefits SCM System



Problems and Benefits DSS



Problems and Benefits TPS



Trust



Starbucks Products
Caseism.com

Food and Beverages



Merchandises



Business Information Systems

Transaction Processing System



Supply Chain Management



Decision Support System



Enterprise Resource Planning



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Research In Motion: The Mobile OS Platform War

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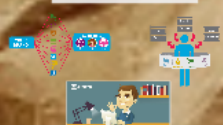


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Part IV

Problems and Benefits CRM



Problems and Benefits SCM System



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Customer Relationship Management System



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Starbucks Products

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Food and Beverages

Frappuccino



Hot coffee/tea



Desserts



Pastries/Pies



Merchandises

Dome



Tumbler



Coffee beans



Gift cards



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Recognitions

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One of the “Most Admired Companies in America”
Fortune – 2003–2015

One of the “World’s Most Ethical Companies”
Ethisphere – 2007-2015

“Employer of the Year”
U.S. Business Leadership Network Annual Leadership Awards – 2014

100% Rating on the Corporate Equality Index
Human Rights Campaign Foundation – 2015

One of the “Top 10 Employers of the Year in China”
Zhaopin.com’s Annual Best Employer Award – 2014

One of the “Best Workplaces in Canada”
Great Place to Work Institute – 2011-2014

“Retailer of the Year”
Visual Merchandising and Store Design – 2013

One of the “World’s 50 Most Innovative Companies”
Fast Company – 2012

Business Information Systems

Transaction Processing System

The collection, modification and retrieval of all transaction data



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Supply Chain Management

It is the integrated partnerships among all links in the flow of goods and services to the customer

ORACLE
DATABASE



- monitor real-time demand
- allowing production plans
- schedules to be developed
- modified as needed

Decision Support System

Supports business or organizational decision-making activities through analyzing of business data



Starbucks
DSS analyze, compile and compare data
generate report
Manager makes decisions
Increase effectiveness

Customer Relationship Management System



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Transaction Processing System

The collection, modification and retrieval of all transaction data

Mobile Payment Application



1. DOWNLOAD
2. ORDER + PAY
3. PICK UP

Point-of-Sale System



Komplettsystem inkl. Schublade, Drucker, Tastatur, Kundenanzeige auf Basisplatte

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