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MAR 100

Week B Assignment

A company I interact with on a regular basis is Starbucks. Starbucks is a global company and there are many expectations within the company. With Starbucks being a big household name, it comes with those social responsibilities they must withhold.

With Starbucks, their mission is to “To inspire and nurture the human spirit – one person, one cup, and one neighborhood at a time.” Starbucks doesn’t even mention workers as employees but instead mentions them as partners. They call them partners due to their shared success. Starbucks even offers 100 percent tuition coverage for its employees through an innovative partnership with Arizona State University. Starbucks shows love for the community as well. Just as Latin X heritage month passed in September, Starbucks partnered with a non-profit organization committed to impacting generational change by empowering youth through relationships with paid, professional mentors, 1:1 for 12+ years. Starbucks knows for consumers it is a part of their daily routine as it is me for some weeks (don’t recommend budget-wise). Starbucks envisions a great culture within the company and wants to build on it and grow. Starbucks aimed to hire more Opportunity Youth, refugees, veterans and military spouses. They have hired over 25,000 veterans and military spouses and look to hire 5,000 more each year. The partner base is 71% females and 48% are black, indigenous, and people of color. Their goal by 2025 is achieve BIPOC representation of at least 30% at all corporate levels and 40% at all retail stores.

Starbucks knows the way their business needs to be sustainable. Starbucks coffee is verified 99% ethically sourced. They are working with other industry leaders to make coffee the first sustainable agricultural product. They plan to invest in training and financing for coffee farmers and provide 100 million coffee trees by 2025. SCS Global Services (SCS) has teamed up with Starbucks to form the Coffee and Farmer Equity (C.A.F.E.) Practices standard for ensuring that Starbucks is sourcing sustainably grown and processed coffee. The C.A.F.E. has a set of set of more than 200 social, economic, and environmental indicators.

No company is ever so perfect. There are ways Starbucks can grow as a more socially conscious company. For example, I would say push this information out don’t just have it on your website for people to research. I have spent a lot of time and money in Starbucks, and I did not know any of this until I took time out to research this information. For example, maybe while waiting in the drive-thru mention some of this information on the screen, so consumers can be more aware of the cause and even support the cause. Another way is now giving more benefits to the partners(employees). It shouldn’t just be if you go to Arizona state your tuition is helped with. A company like Target pays for any college and Starbucks should follow that line as the chances of

there workers going to Arizona state is less than 5%. To allude Starbucks has all the time to make these changes and grow as a sustainable business.