

The Starbucks Story



OUR BUSINESS PLANNING FRAMEWORK AND HOW IT ALL WORKS TOGETHER

MISSION STATEMENT

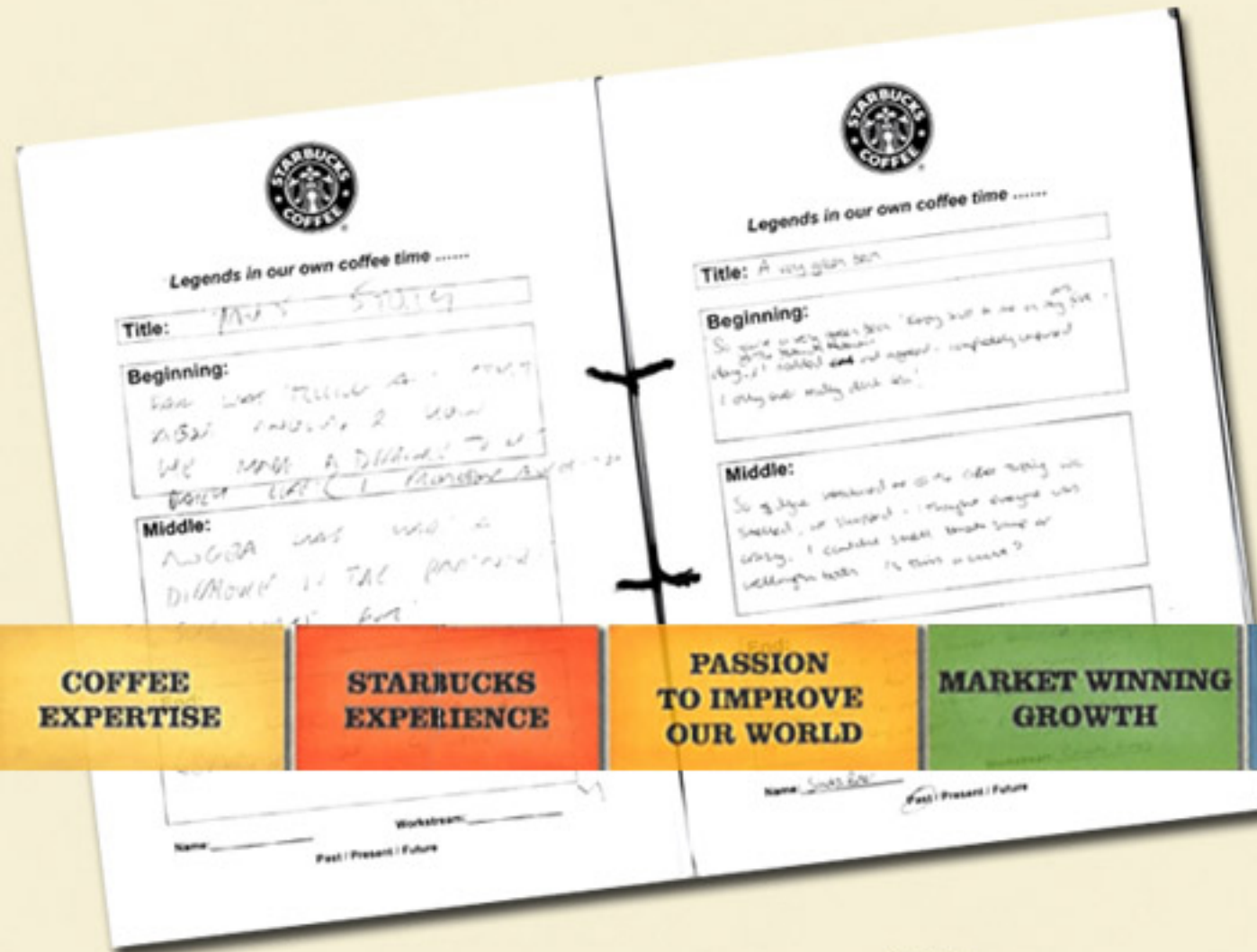
To establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles while we grow



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



Bringing the Starbucks Plan to Life



Live storytelling

Online Engagement

Tell your story

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Get Involved



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The Army Wife who Joined Up



Eddie The Eager

Coffee Speed Dating

Strawberries & Cream

Precious Moments

Who Wants to be a Millionaire



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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!



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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!



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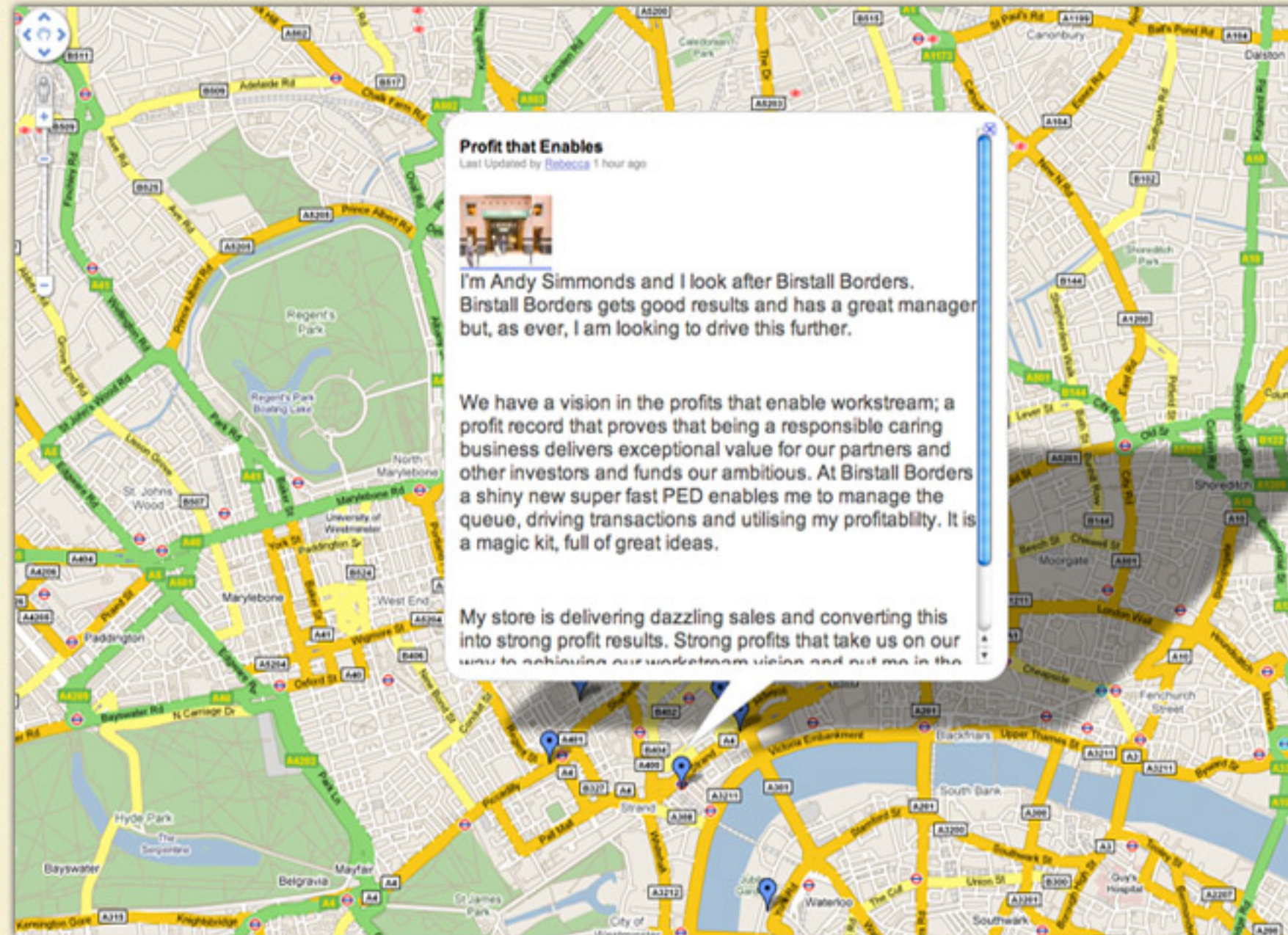
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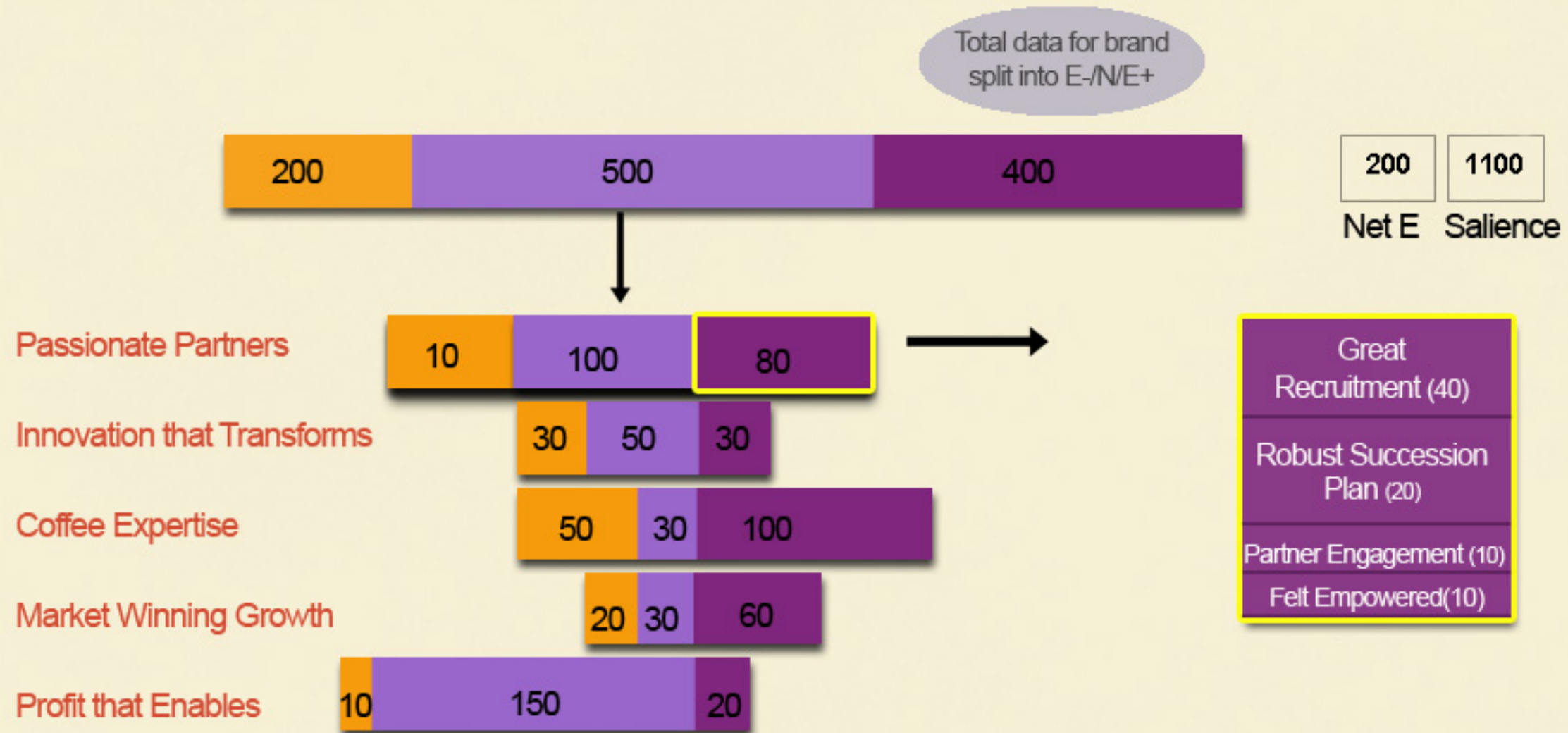


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From Brand level metrics to verbatim comments – How the data works for you



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