



# Seventh Day Adventist Higher Secondary School



132th Ring Road, Hargura, Maninagar (East), Ahmedabad

*A Project Submitted*

*In partial fulfillment of the*

Subject COMMERCE

To

Mr/Mrs. Edwarson Sir

On

9<sup>th</sup> October, 2019

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Starbucks Chairman Howard Schultz

# STARBUCKS

One of the most popular corporations in America is recognized world-wide by its distinctive logo and the aromatic scent - Coffee. Since the very first store opened in Seattle, Starbucks has continued to grow and change adapting to become a little more successful company.

## HISTORY

The first Starbucks store opened at Pike's Place Market in downtown Seattle in 1971 as a whole bean coffee seller. By the beginning of 1980s it had grown to 5 stores and included a roasting plant and a wholesale business selling to local restaurants. At this time the organization had an employee name Howard Schultz, who was in charge of retail



# SPAN OF CONTROL...

Span of control means the number of subordinates that report directly to one manager. It is essential to divide the appropriate span of control for each and every manager. If the number of subordinates reporting directly to a manager is very large, control may become ineffective. On the other hand, if the number of subordinates is too small, full use of the manager's talent may not be made and the control may become too tight.

Thus the principle of span of control requires that no single executive should have more people looking to him for guidance than he can effectively control.

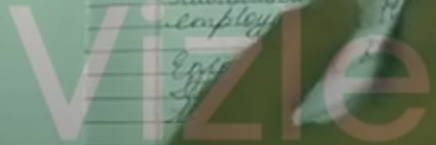


EXPERIMENT

# CONCLUSION

The primary purpose of this study was to obtain deep insights into the organizational structure of Starbucks.

After going public in 1992, the Starbucks Corporation has managed to become an international retailer in more than 80 countries across the globe. The company's growth program, that began in 1985, has led to a share price that has risen to 1950 today and a market cap of over \$100 billion in a fiscal year of just over 20 years. The company's worldwide presence has led to a chain of over 15,000 stores in 25 countries and territories. Starbucks has also expanded into new markets, such as China, India, and Brazil, and has introduced new products, such as the Starbucks Refreshers and Starbucks VIA Ready Brew. Starbucks has also been recognized for its commitment to social responsibility and environmental sustainability. Starbucks has been named one of the most ethical companies in the world by the Ethical Consumer magazine and has been recognized for its commitment to fair trade coffee and environmental sustainability. Starbucks has also been recognized for its commitment to social responsibility and environmental sustainability. Starbucks has been named one of the most ethical companies in the world by the Ethical Consumer magazine and has been recognized for its commitment to fair trade coffee and environmental sustainability.





# SCALAR CHAIN

The principle of 'Scalar Chain' propounded by Fayol is not followed in Dunkin' Donuts. Within each branch, there is one only one superior/floor. The branch manager to whom all the employees of the respective branch are accountable. He is the only superior to be consulted and to seek advice from.

Be it an emergency or a usual message, the general manager has to be told about the same.

Thus 'Young Blank' propounded by Henri Fayol is not quite useful in case of Dunkin' Donuts. It was a shorter route and had been provided so that the communication is not delayed.



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