

STARBUCKS ANALAYZING

If you love something of course you make every think to make it great. as you like coffee, coffee is the favorite drink of all those who love the American Italian life style and it be come universal so man has sought to develop the welfare this great drink. The man develop this kind of bean he didn't imagine that one day it will be the most popular place that all people in world who they're stop at line waiting to drink the produced by effort and Italian amazing idea. idea s of love and soul .

Starbucks started with a small idea have been turned forever in to a big business that moves global economies. This is what coffee beans have contributed to solving the world economic problem. Starbucks company start in 1971 in Seattle, Washington by three partners. and the fourth man he a one of staff who was work in plastic industry, he change the business to add this company not just in local but in all over world. . Starbucks doesn't rely on normally toasting coffee pills but its characterized by a lot of flavors that people like it .like chocolate vanilla and nut or any poplar flavor its create the best toast tools with high techniques .the company relied on machines and equipment used to be modern technology .so how. This perfect Machin use just for make the roasted of coffee beans is special and high quality .it kind the B270R coffee toaster structure of solid iron has been created its also contain the most recent technical control tools for operating efficiency that the best ever .

Amazing perfect bean ever

- The main product is from Avery carefully and these place is the best nation to produce a coffee beans in world that's nation is not just in south America like brazil & cost Rica .Starbucks always searching the best of specializing coffee beans , so the company got out of the American continent to Asia . the steps of making and producing coffee from Kenya, Ethiopia and cost Rica , Indonesia .the roastery of coffee bean have a many kind of different style of most culture and Starbucks company have studies researcher with their employs to know what people love and what kind of bean rostered they need.as French roster, dark .roster its also depend of degrees of roster to fit tastes like :
- Pike bliss is a medium toaster
- House blind is middle toaster
- Verona s dark toast
- Espresso roast
- Dark toast dekava express roast,

And the big efforted the company do it they supported medical student to study the benefits of coffee and Starbucks to learn customers how much his drink is good for human body.

The Starbucks company has must useful coffee and the most common in world is the Indonesian Sumatra coffee. Sumatra coffee has unique taste, smells like spice and dust mix. And her strength is smelly and sharp Sumatra coffee is one of the best and most selling species in the world and have many benefits as power the body, reduce heart rate during exercise ,prevention of cancer and more benefits that's the reason to know why Starbucks most important café and company in the world .

The most logistics and successfully

The company was interested in global marketing by studying other cultures and knowing what customers wanted in states and nations where it opened branches. One of the reasons for success in Starbucks is the distinctive commercialization of commercial and also the company made a special sign of industrial of amazing coffee machine by creating powerful especially in it with exclusive and designed it's just for Starbucks its cooperative with university its name Stanford University. The exact cost of coffee is high quality. The most successfully of brand is the point ... its beautiful women is the power of soul earth

The logo is inspired by ancient Greek mythology a double tailed mermaid was embedded in the form of a 15th-century. Starbucks is cared about history to attract attention and most people are attracted to what's interesting, even it superstition. Starbucks focused on one and fundamental purpose of attracting clients one goal and main attraction and what client likes. Let him talk and cross to make what and he want and his way of dealing with the client well. Starbucks never forgot to focuses on profits. Which represents the other approach to determining successful revenues the conversion of revenue into a component of production costs and working staff time and staff time. Encouragement to produce in way that serves the customer. Starbucks has driven to increase its clients by preparing a marketing plan, which is easy to sell the product in all way, such as putting a special card where the customer deposits his personal money for coffee spending and also made announcements in several places in the in world that represent the country culture and communicate with public at social media sits as Instagram, Facebook, Twitter, and more social media.

The culture

The secret of the success of any project in the world is cooperate with other cultures, Starbucks is have many great deal with difference cultural, the company merged with entering the Italian, Asian, American Latin and Chinese and all over world. Starbucks understood the customs and traditions of every society that respects every people its also changed the company logo satisfy the people of world. Starbucks took care of agents in other countries and learn about which flavors they love in coffee, also studied the physical conditions and their salary, culture until the different one. There many concepts of culture many ways one may choose to approach and organization from a cultural perspective or definition of culture, the example of Starbucks analyst culture it understand Arab and Islamic culture to cooperating with them as they want and have a big benefit when Starbucks come in meddle east. Starbucks studied people live thorough hosted theories.

Starbucks knew the Arab customer paid for welfare and happiness his situation makes great deal to Starbucks, Arab culture was their love of coffee, and this drink is a historic and favorite along time ago. Starbucks focused on fancy decoration and luxury in stamp of new style with comfortable. And also Arab love the blond coffee flavors that characterized the Arab also studied the fair price that was consistent with me continuation and consultative stability in Arab countries. Starbucks study the strategy of Hofstede understand the all analyses of culture and communication with all different people.

The strategi of good factor and business model

Business model of Starbucks is uses a network that great deal in 2000 many people take this free service ,it's amazing service that Starbucks distinguished from the rest the world coffee , to satisfaction with customers .apart from these its uses convenience stores grocery store specialty store and in the gym ,club, bookstore .to sell their product .relationship preference

That the most thing Starbucks do WI-FI tec, which made the student and businessmen sit in café to do their job, as business do their job in stock and enjoy a special cup of coffee as they like. The decoration also make company be the best favorite café for people, Starbucks company have also brunch in secret organizations but they have special decoration stamp ,coffee system and special coffee machines .the delusions flavor of Starbucks its make the company number one in the world ,the flavor of coffee is always based from customer idea of course American customer so most people in world love American taste and coffee American style .the top popular Starbucks drink ranked ,vanilla latte, pumpkin spice latte ,a many kind of Frappuccino ,mocha latte, chia latte, and most of amazing season flavor .

Negative aspects of business model

Some big successful business is just thinking about the profit and don't thinking about consequences of the future. the most thing did Starbucks criticize from social activists is >> STARBUCKS NOT RESPECT EARTH<<,. making some anticipates an environmental disaster on the planet in 2050 .Starbucks company product over 6000 cups per mint .its mean 4 billion paper cups in year ,1.6 million trees are harvested. They also refuse to make there protects to recyclers. Just US CITISENT ACCSEPET because environmental organizations convicted USA of the importance of preserving the land and oceans .the oceans contaminated in the world .is the big disaster for us and coffee culture part of this problems .Starbucks have many failed in many country like Australia and Vietnam

Starbucks is field in Australia why?..

Because must of Australian people don't like the flavor of American style they rather the Italian and must poplar Asia drink its milk mix with tea and some strange spice , in 2008 financial crisis is make Starbucks also field .that the same reason in Vietnam .Starbucks company have a different investment .and its true lot of business that have been successful in one country is that thought that business model could just roll. The investors is scared and tried because Starbucks empire was grow fast, the coffee company is try to run like Starbucks but of Couse the Starbucks always in front.

Quality and international business

Starbucks went up to the top , scared the rivals ,and it's all thanks of the good ,strong management of company .CEO who made Starbucks the empire of money ,business and the highest equity .the president of governing council and CEO, of Starbucks Howard Schultz .said “ [we have a firm conviction that we will be able to work together .in Starbucks and federation of international institutions or grant marking fair trade products ,from providing so much to coffee farmers and coffee business sector in general .we re proud of the role Starbucks played in upgrading environmental and agricultural standards .and it will allow us to double our commitment to buy coffee marked by fair trade, and expanding our global partnership, the opportunity to strengthen our ongoing efforts to assist the farmers and communities in which we work “](#)

Starbucks vision is sharing great coffee with our friend and helping make the world better and happy .another driving force for the coffee industry is manufacturing more these economic also start to move towards industrialization. Starbucks was affected by the west ,tea was a common drink upstairs the middle classes. But now coffee is statement of was wealth and boss .with many countries finally .manufacturing will lead the coffee industry over the next few decades as new countries open for coffee vendors and also India open for a huge industry and more quality materiel for develops machines and coffee was planted with the best standards in India and Indonesia .Starbucks by creating factories many of the workforce and factories outside America in the world ,such as India ,Russia ,china and Jordan in ,the great deal in Arab country it's the deal with Arabian gulf ,by counteracting companies to offer with best arm of power pills ,especially in Kuwait with group Alshaya .the Kuwaiti company run by the commoner ,published the largest number of coffee.

The best café shop in the gulf and the world really have a comfortable café with amazing slow music, the introduction of finest seasonal candy and snakes and the best coffee flavor .

Starbucks with currency

Starbucks is also offered for business leaders shareholders in the global corporation with stock market in internet trading it's the best way to invest in Starbucks and buy shared with big stock market its eTORO company global. the fact is that Starbucks is making a positive return even as junior investor .that the why Starbucks have quality business ,global success not to buying a cup of coffee but also because investors trust Starbucks . the best way to control and fighting the currency fluctuations is took advantage of this fact to make profits that are strong and maintain currency by studying the currency prices in the countries who deal with it for example its benefited from the price of the currency dinar as some country used dinar as Jordin and Kuwait or more sells a high price in order to guarantee profits 100% . and without take tax and tip from customer Starbucks exempt from taxes but determines the value of tip . and give freedom to customer to pay or noy pay . Starbucks also deals in digital currencies and the company provided its electrotonic page on these currency .Starbucks is trying to counter inflation and currency volatility by selling all over 40% of market value in order to maintain its position on the global stock exchange market .

Starbucks vs costa, MacDonald, Dunkin donate

Competing with international companies is not easy but skipping Starbucks this stage is a great achievement and the success of supervisors. despite fierce competition between companies, Starbucks has become the most powerful global coffee company. so Costa café is characterized by providing high-quality international drink that keep pace with the taste of the audience from all over the world .it was characterized by several drinks that made this brand the second largest café in world there name ((flat white ,cappuccino with delicious and innovative flavors espresso and cortodo flavor)) so costa is don't have many branch in world just 33 branch in all word .and the financial ability on Starbucks made it better than costa café .also Starbucks have kind of drink have a distinctive signature sign it call Frappuccino . and have more than 78 branch in world. So other competitor is Dunkin donate was distinguished by serving boiling cakes witch name is donut and it was a nice thing to serve with coffee and this is what audience love it especially in morning, but Dunkin did not have the WIFI and more serves as internet, healthy food, and not more brunch. the most dangerous competitor to Starbucks is McDonalds who Owens the strongest fast-food chain the world and has created a café. the competition between him and Starbucks intensified. the two offer healthy drinks of high quality

but that there difference that Starbucks offers the most and MacDonald offers is the least MacDonald focusses on the quality of fast food and Starbucks focusses on the quality of its beans because that made even, that make even Starbucks companies buy some coffee beans from Starbucks.

Recommendation for the best:

The three recommendations for best international management and culture is the development of human resources more and .and do it by:

1. Linking international institutions and marketing with companions whether inside or out sides country.
2. Preparing competition, a feasibility study must be preparing by the side of competition and weakness with each country.
3. Its must important to study the social and political situation in the country and encourage targeted customers to work better.
4. Attention to environmental aspect demanded by international government.

So for example the culture of love work and saving money is agrees on it every people in all world Starbucks want to link its company to certain organization such as universities and target students in future its does the following:

So, follow what students love and what this student lacks and provide the right atmosphere to study in café now. I watch lot of students around the world love to study in cafés and give him encouragement and support how is that?! I have some suggestions for Starbucks ..for example : table ..yes .the table is important foe customer , changing table from ordinary tables to electronic tables .of course ,not all table just some table its called future table .this table have space to charging Mobil phone and have screen in bottom ,for some student how did not get lop top or forget it ,the student can study and drink the his favorite coffee and print the assignment or searcher in this table of Couse this table for rent as 10 \$ with just coffee you can order 3 time coffee just coffee food order it and open time as student finished the assignment or searcher .

And Starbuck will be the greatest bank in future the Starbucks system, which is the system of depositing money and colleting point can have support for university student to pay their financial dues, every cup of coffee you send on Starbucks qualifies you to pay your dues easily or turn this point into simple financial support for you or your university, every unusual free coffee. in the future Starbucks be come the best way for despised your money. The bank of future deposits and encourage the student to save and deposited. for example, the student deposited certain amount in a Starbucks bank account and earns a profit of 12% or 20% for example with quarterly profit. the deposited no more less than 1000\$ and not up 10000\$. this a new and good idea is to have Starbucks bank that help people and specials student in particular to deposit their money and teach them saving their money. Starbucks must also take care of recycling all cups waste and take care of making its products with environmentally friendly materials.

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Master of arts in media communications
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HEADING 2

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