

BE/OM201
Class Assignment 1 (5%)
Refreshing mission and strategy of Starbucks

Starbucks Coffee's **Mission Statement**:

“To inspire and nurture the human-spirit – one person, one cup and one neighborhood at a time.”

Starbucks Coffee's **Generic Strategy**:

“Broad differentiation on innovation of specialty ingredients, products and supply chain.”

Further information can be found at:

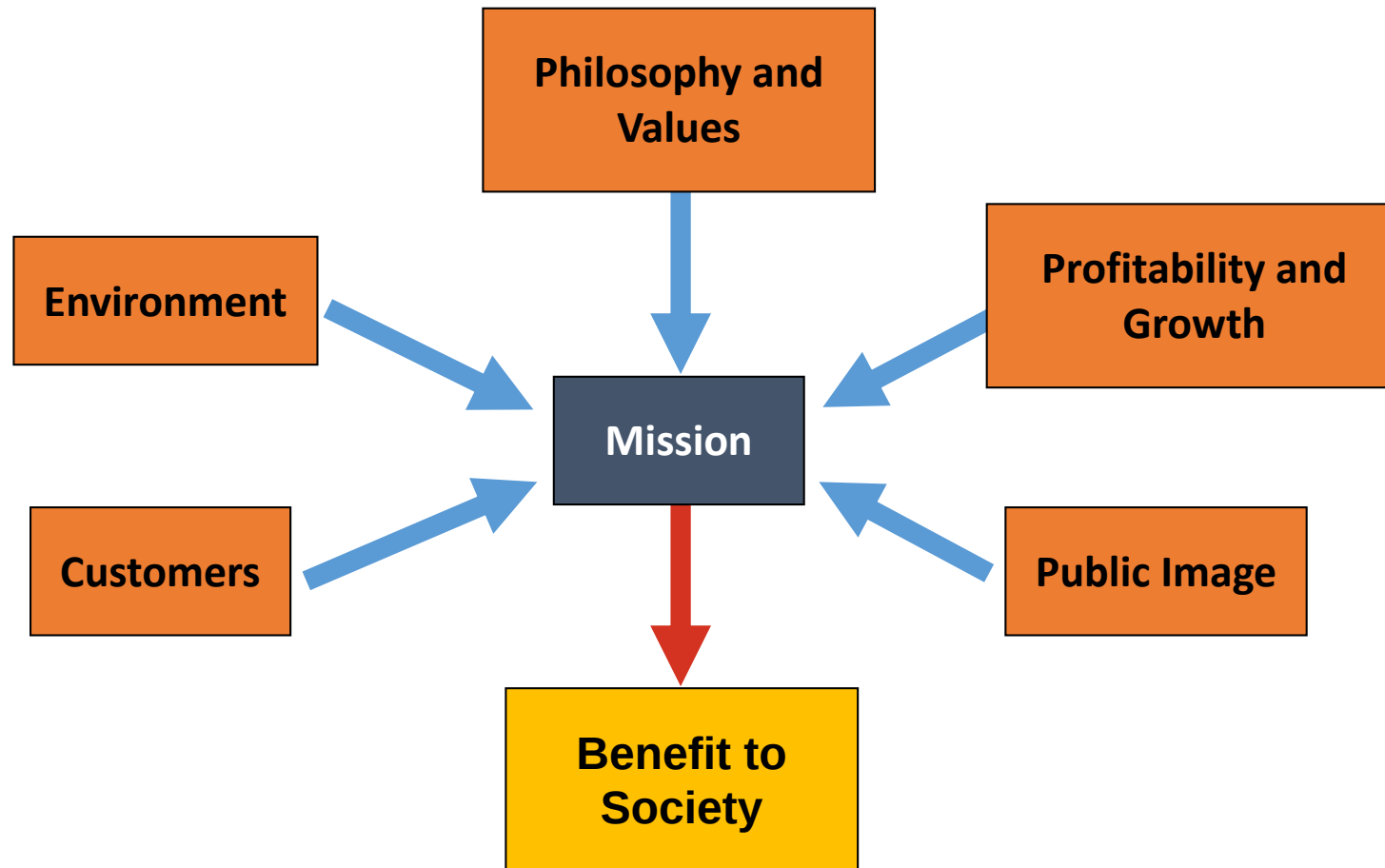
<https://www.starbucks.co.th/about-us/our-company/mission-statement>

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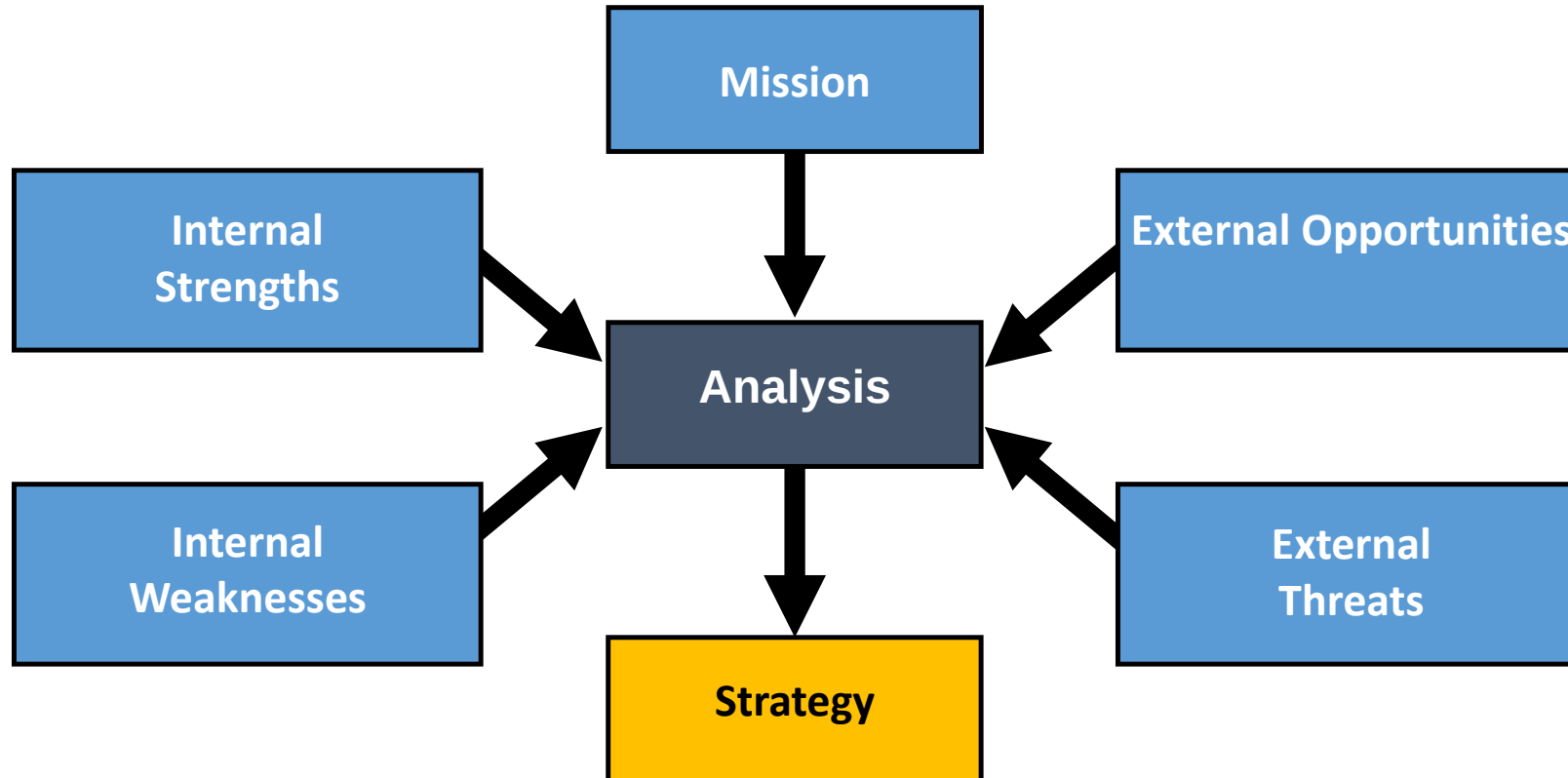
Instructions

1. Team up 3-4 students per group for this assignment.
2. Conduct the SWOT analysis.
3. Review the current mission and provide a revised mission statement if needed.
4. Review the current generic strategy of Starbucks Coffee and provide a revised generic strategy if needed.
5. Develop TOWS matrix and generate **at least one operations strategy for each matrix** (SO, ST, WO, WT).
6. Prepare the summary report of your group work. (3-5 pages excluding the cover page which must specify student's name and I.D. as well as BE/OM201section)
7. Email the report file (Microsoft Word) to panuwong@tbs.tu.ac.th for grading by noon of Friday 31January 2020.
8. The outstanding groupwork will be informed on Monday to prepare the presentation provided on Wednesday 5 February 2020.

Factors Affecting Mission



SWOT Analysis



Strategy Development Process

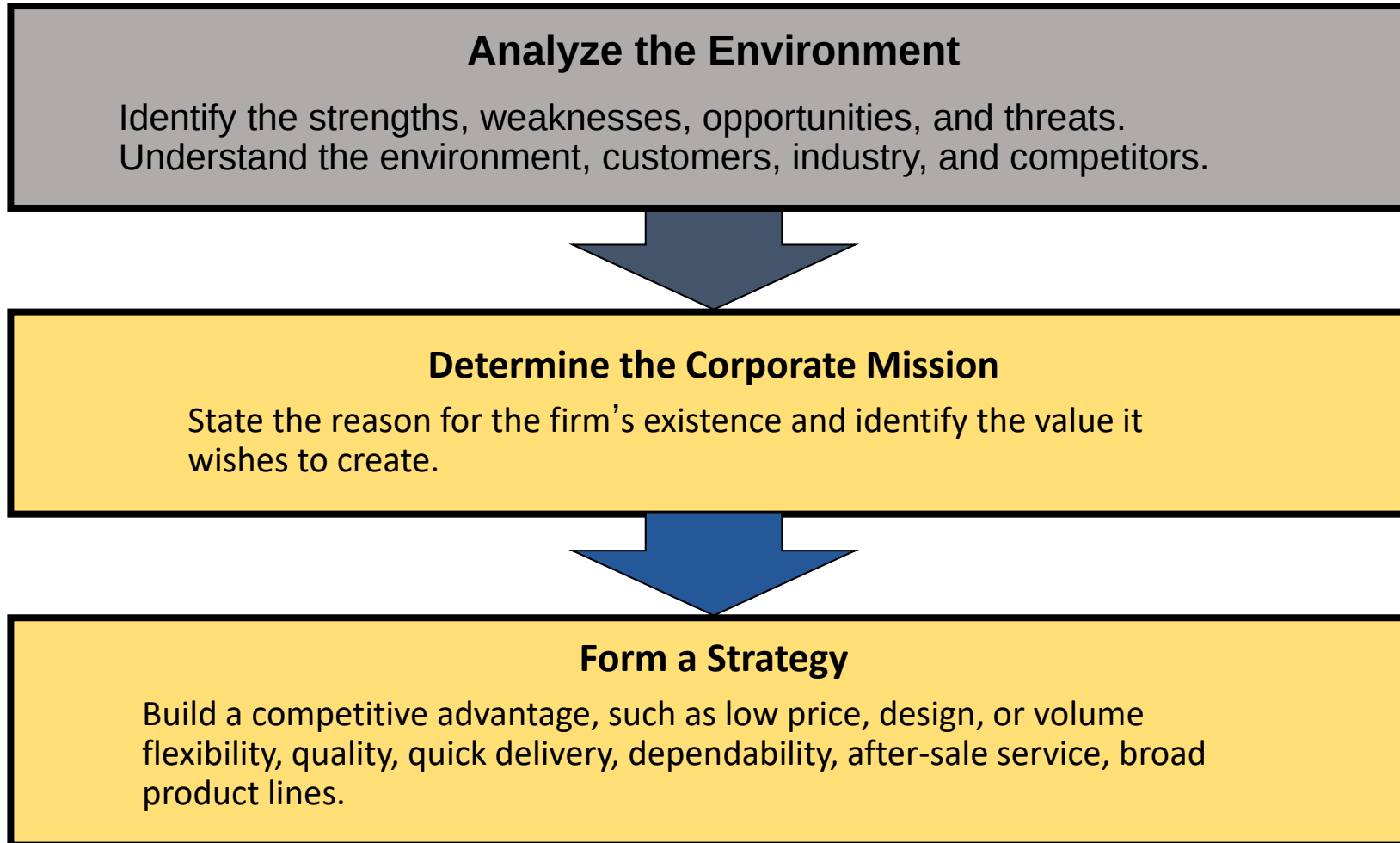


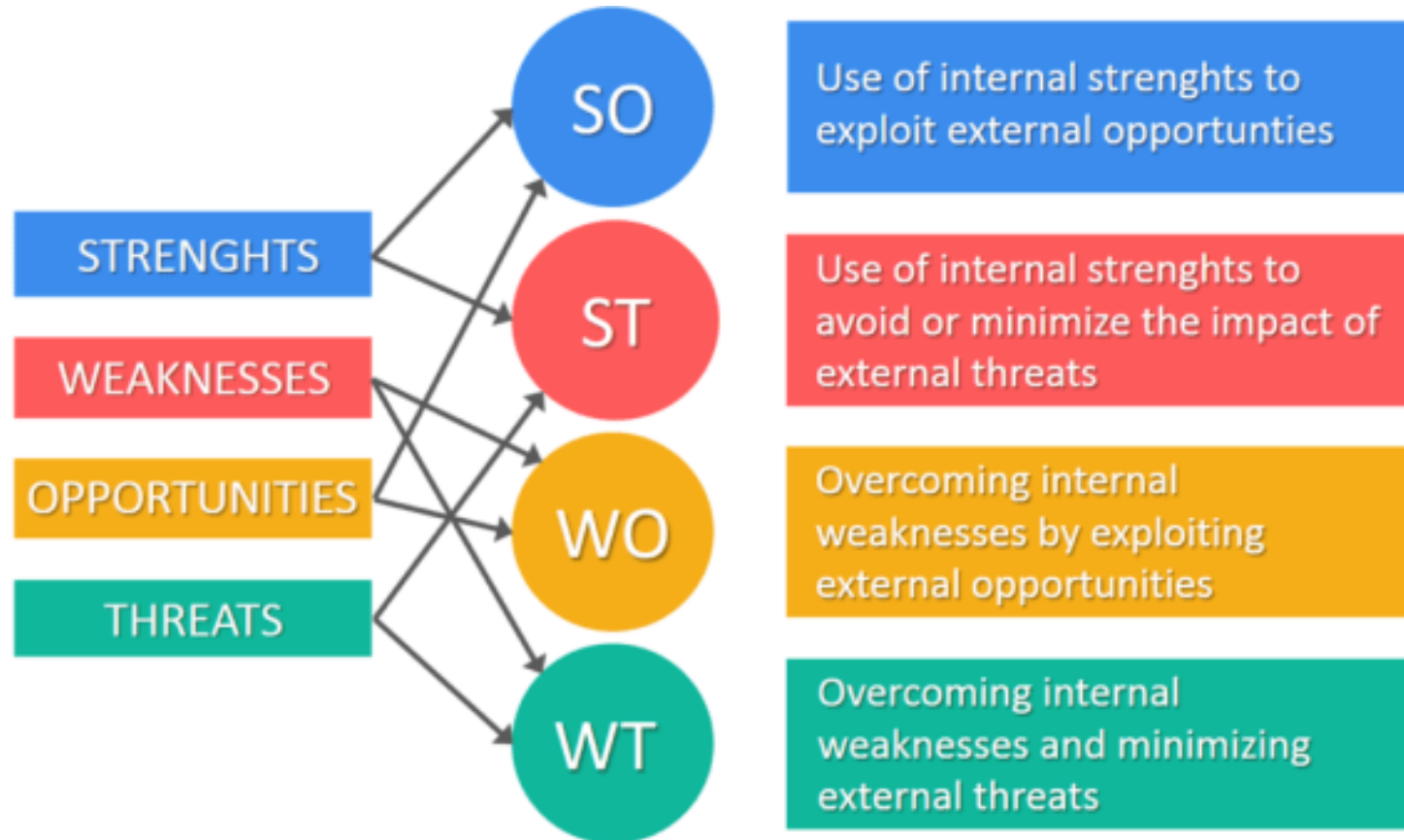
Figure 2.6

TOWS Matrix (1)



Source: <https://www.business-to-you.com/swot-analysis/>

TOWS Matrix (2)



Source: <https://www.business-to-you.com/swot-analysis/>

Steps for Developing TOWS

1. Ranking of external opportunities
2. Ranking of external threats
3. Ranking of internal strengths
4. Ranking of internal weaknesses
5. Matching of internal strengths with the external opportunities & specification of the results in the cell of SO strategies
6. Matching of the internal weaknesses with the external opportunities & specification of the results in the cell of WO strategies
7. Matching of internal strengths with the external threats & specification of the results in the cell of ST strategies
8. Matching of the internal weaknesses with the external threats & specification of the results in the cell of WT strategies

Source: <http://www.businessstudynotes.com/marketing/marketing-management/tows-matrix-strategies/>