
SWOT Analysis of Starbucks

Lauren Soulek

Strengths

- Popular
- Widespread through the nation
- Good quality product that customers respond well to
- “Secret Menu” makes them unique
- Moving to be environmentally friendly



Weaknesses

- Tend to have high prices
- Nothing extremely special about their stores or product
- Have been shown in a negative way recently
- “Secret Menu” isn’t widely known about

But she said that when he brought back the drinks, she noticed that “beaner” was written on her drink instead of Pedro. “Beaner” is a derogatory term for Mexicans in the United States.

“I asked him if he realized what they had put on his cup. He said no. So I was really upset about it, because that isn’t OK,” she said.

Hernandez said she called the store and they told her their employee couldn’t understand what Pedro had told them. They also offered a \$50 gift card.

“Out of all the names they could’ve put on his coffees for ‘misunderstanding’ him they decide to put ‘beaner,’” she said, noting that the Starbucks employees apparently understood Pedro well enough to get his drink orders right.

Hernandez followed up with a complaint to Starbucks on Twitter. The company soon responded.



Opportunity

About

Hey, partners! It's the official page just for us (employees of Starbucks, Teavana, Seattle's Best and Evolution Fresh)! #tobeapartner

Products

Stay connected online with the latest Starbucks company news and information for partners: www.starbucks.com/partners

Join the partner conversation about our c... [See More](#)

Food & Beverage - Community

- Expanding their menu to more unique drinks, adding more types of drinks and food
- Expand where they have minimal presence, like in the Middle East and Asia
- Expand on their partners and get more

Starbucks Coffee International

With more than 24,000 stores across more than 75 markets, it's clear that our passion for great coffee, genuine service and community connection transcends language and culture.

Threats

- Competition from cheaper coffee places
- Negative reactions from people when they take seemingly political stances, i.e., Christmas cups



Executive Summary

- I wanted to make social content for Starbucks that highlight things the common person might not know about it. Telling their audience about the cupping company or their employee opportunities will get people talking. Yeah, they might have mentioned this stuff before, but I think repetition would come in handy with this type of stuff. Especially since it might push out the negative about Starbucks. My goal for these posts were to highlight their strengths and bring about possible opportunities for them.
-

Content 1 - Social Currency

10/28/18 12 p.m.



Starbucks
@Starbucks



 Follow

Do you love to travel? So do we! Make sure to get your favorite drink at one of our 24,000 stores nationwide! Then tweet us a picture of you and your coffee in your dream destination! ✈️



Reply



Retweet



Favorite



More

Explanation 1

- I created this post using social currency to highlight something remarkable, and one strength, of Starbucks. It's amazing that they have 24,000 locations but many might not know about them. Also, it leads to interaction with the audience by having them post pictures.
-

Content 2 - Social Currency

10/28/18 3 pm



Starbucks
@Starbucks



 Follow

Our secret is out (but only for today). Stop by your local Starbucks and ask the barista about the secret menu for some surprise drinks. Did you think you know the secret menu? Think again because we changed it up!



Reply



Retweet



Favorite



More

Explanation 2

- Starbucks has a secret menu that many know about, but what if they suddenly changed it for a day as a surprise? Then locked it back up. That's making something remarkable about them even more remarkable.
-

Content 3 - Social Currency

10/29/18 4 p.m.



Starbucks

5 mins



♥ 200 likes

Our "cupping company" in Seattle works hard to make sure we bring you good quality coffee. Read about what happens Behind the Brew! <https://news.starbucks.com/news/behind-the-brew-inside-the-starbucks-cupping-room>

Explanation 3

- Their coffee quality is also one of their strengths, but it might not be super well known that they have a cupping company. That's something cool that they should advertise more because it shows how they get their good quality drinks.
-

Content 4 - Emotions 10/29/18 6 pm



Explanation 4

- Everyone likes a nice feel-good story, so why shouldn't Starbucks highlight their everyday feel-good stories? They offer some good opportunities for their partners and baristas that not many people know about. This could help them stand better in the public eye, and it might cause interest for possible future employees.
-

Content 5 - Emotions 10/30/18 7 am



Starbucks
@Starbucks



 Follow

We're partnering with
@TheMiracleNetwork to help children in
hospitals all around the world. Today when
you come in to buy a coffee you can add a
dollar to your purchase that goes straight
to the Miracle Network. #FortheKids

 Reply  Retweet  Favorite  More

5:18 PM - 2 Aug 18 · Embed this Tweet

Explanation 5

- Dairy Queen probably makes a killing during their Miracle Treat Day because it gets everyone talking. Starbucks could benefit by doing something like that because everyone likes helping the Miracle Network. Promoting that on their social media is the best way to get the word out about it.
-

Content 6 - Practical Value

10/30/18 12 pm



Starbucks
@Starbucks



Follow

You know about our 1912 Pike blog, right?
Oh good, I'm glad we're on the same page.
Now check out this page about the
difference between our Iced Latte and Iced
Americano. We hope it helps you narrow
down which to choose during your next
visit!



Reply



Retweet



Favorite



More

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Explanation 6

- The 1912 Pike has some good posts on it and Starbucks should highlight it more. Especially because they offer quite a few good articles of practical value to their customers.
-

Content 7 - Triggers 10/31/18 7 am



Starbucks

5 mins



♥ 200 likes

This spooky drink is only available for today before it goes back to our shhhhh... secret menu. Starbucks just got a whole lot creepier this Halloween, but come back next year for something even scarier. Are you scared yet?

Explanation 7

- Many people might know about their secret menu, but they might not realize what's all on it. Doing something like this highlights a product on that menu, but still makes it unique by only having it out for a limited amount of time. Plus, future promoting next year's Halloween could make the holiday a trigger for Starbucks.
-

Content 8 - Emotions 10/31/18

10 a.m.



Starbucks

5 mins



♥ 200 likes

The mythology of the siren in our logo is one of pure fascination and wonder. Grab a coffee, sit back, and be transported into the mysterious world of the siren.

{{<https://www.greekmythology.com/Myths/Creatures/Sirens/sirens.html>}}

Explanation 8

- So reading a mythology story might not be awe-inspiring, but it can be really interesting. Giving people something interesting to read while sipping on coffee will make them happy. Plus it might warrant them to look up it's connection to the logo, which makes them think about Starbucks more and gives Starbucks even more traffic on the internet.
-

Content 9 - Practical Value

11/1/18 1 pm



Starbucks

4 hours ago · 🌐

We have 10 amazing vegan Frappuccinos that we're sure you'll love! Ask your local baristas about the options!



Like



Comment



Share



David and 60 others



Write a comment...



Explanation 9

- Many people are going vegan nowadays so reminding them about their options is amazing practical value. It reminds their audience just how much they care about their preferences.
-

Content 10 - Practical Value

11/1/18 5 pm.



Happy November! Let's celebrate with a sale! Buy one Pumpkin Spice Latte and get the second free! You could share with a friend, or just enjoy it's cozy taste twice!



Explanation 10

- Who doesn't love a good sale, right? Especially when it comes to pumpkin spice lattes. Offering them this great deal (or one like it) would be great practical value for their customers.
-

Content 11 - Public/Social Proof

11/2/18 1 pm.



Starbucks
@Starbucks



 Follow

Celebrities are just like us and have their very own go-to beverage. Check out this article by Business Insider to see if you share a fav drink with some of our fav celebs!

<https://www.businessinsider.com/the-go-to-starbucks-order-of-20-celebrities-2018-2#miley-cyrus-3>



Reply



Retweet



Favorite



More

Explanation 11

- People probably know that many celebrities drink Starbucks, but why not remind them about it by making it fun for them? Sharing an article about celebrity favorite drinks will warrant the audience to think about their favorite drinks, or try new ones.
-

Content 12 - Public/Social Proof

11/2/18 6 pm



Starbucks

4 hours ago · 🌐

...

Leslie Wolford sure knows her coffee, and she's on our team! Read the story of the woman who tastes your coffee before you do!
1912pike.com/meet-starbucks-coffee-expert-who-tastes-your-coffee-before-you-do/



👍 Like

💬 Comment

➦ Share

👤 David and 60 others



Write a comment...



Explanation 12

- Starbucks has this cool coffee expert on their team, so why not talk about her more? Tell her story and get her even more involved. They could probably take this further by doing fun brewing lessons with them or something.
-

Content 13 - Triggers 11/3/18 7 a.m.



Starbucks
@Starbucks



Hey, we know #HumpDay can suck, so how about stopping in to your local Starbucks for the perfect pick-me-up? Every Wednesday if you buy your favorite mocha or latte we'll add an extra shot of espresso for free!



Reply



Retweet



Favorite



More

Explanation 13

- When it comes to an already made trigger, Starbucks could use it to their advantage. Who said Hump Day had to only be about Geico? No one likes Wednesday so offering a special deal on that day could get people talking.
-

Content 14 - Public/Social Proof

11/3/18 1 pm



Starbucks

4 hours ago · 🌐

...

We love sharing coffee with our friends, so tag your coffee-loving best friend in the comments for a chance to win a surprise that is sure to make both of you happy and full of coffee!



👍 Like

💬 Comment

➦ Share

👤 David and 60 others

Explanation 14

- This may not be your normal view of wisdom through friends, however, it could still work. On Facebook, when you tag friends on posts, your friends and their friends see it. This shows all of those friends that they have friends that like Starbucks and it might get them talking too.
-

SWOT Analysis of Starbucks Completed
