



Starbucks: Declining Appeal Due to Price, Lines, Culture Wars

Description

Some coffee lovers are no longer visiting Starbucks due to higher prices, long wait times, and controversial political stances. The company suffered a 6% decrease in US orders last quarter. Dan Palmer, a customer in Chicago, said the cost is now too high, with each cup costing over \$6. Many customers, like Brad Pearl in Spokane, have started going to cheaper local cafes instead, saving money each month. Others have been frustrated by long wait times, even with mobile ordering.

Former CEO Howard Schultz acknowledged issues with the mobile ordering system, which can lead to overcrowding and delays. Starbucks has tried to win customers back with discounts and quicker service, but the chain has faced criticism from both the left and right over the years. Despite these challenges, Starbucks remains a strong US company and its stock has risen by 17% since June.

Vocabulary List:

1. **Controversial** /ˌkɒn.trəˈvɜː.ʃəl/ (adjective): Giving rise or likely to give rise to public disagreement.
2. **Decreased** /dɪˈkriːst/ (verb): Made less in amount or size.
3. **Frustrated** /frʌsˈtreɪ.tɪd/ (adjective): Feeling or expressing distress and annoyance especially because of inability to change or achieve something.
4. **Overcrowding** /ˌoʊ.vərˈkraʊd.ɪŋ/ (noun): The situation when there are too many people in a space.
5. **Acknowledged** /əkˈnɒl.ɪdʒd/ (verb): Recognized or admitted the existence or truth of something.
6. **Criticism** /ˈkrɪt.ɪ.ɪ.zəm/ (noun): The expression of disapproval of someone or something based on perceived faults or mistakes.

Comprehension Questions

Multiple Choice

1. What are some reasons why some coffee lovers are no longer visiting Starbucks?

Option: Higher prices

Option: Long wait times

Option: Controversial political stances

Option: All of the above



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2. What percentage decrease did Starbucks experience in US orders last quarter?
- Option: 3%
 - Option: 4%
 - Option: 6%
 - Option: 8%
3. According to Dan Palmer how much does each cup at Starbucks cost now?
- Option: \$4
 - Option: \$5
 - Option: \$6
 - Option: \$7
4. What strategy has Starbucks adopted to win customers back?
- Option: Discounts
 - Option: Quicker service
 - Option: Both discounts and quicker service
 - Option: Regular price increases
5. What issue did former CEO Howard Schultz acknowledge with the mobile ordering system?
- Option: Slow internet connection
 - Option: Overcrowding
 - Option: Lack of mobile app
 - Option: High prices
6. What has Starbucks faced criticism for from both the left and right over the years?
- Option: Customer service
 - Option: Coffee quality
 - Option: Pricing
 - Option: Political stances

Answer

Multiple Choice: 1. All of the above 2. 6% 3. \$6 4. Both discounts and quicker service 5. Overcrowding 6. Political stances

Vocabulary quizzes



Multiple Choice (Select the Correct answer for each question.)

1. What is a situation where two or more parties have opposing views or ideas?
Option: Negotiation
Option: Intervention
Option: Disagreement
Option: Directive
2. What are the results or effects of a particular action or situation?
Option: Endanger
Option: Decreased
Option: Consequences
Option: Surging
3. Which term describes feeling annoyed or discouraged because things are not going as desired?
Option: Frustrated
Option: Recalled
Option: Symptoms
Option: Acknowledged
4. What is a sudden occurrence of something harmful or unwanted such as disease or violence?
Option: Individuals
Option: Salmonella
Option: Outbreak
Option: Cooperate
5. What is the act of getting involved in a situation to alter or change its course?
Option: Surging
Option: Intervention
Option: Directive
Option: Decreased
6. Which term means to work together with others towards a common goal or objective?
Option: Inspection
Option: Disengage
Option: Cooperate
Option: Endangered
7. What is the act of expressing disapproval or judgment towards someone or something?
Option: Acknowledge
Option: Criticism
Option: Recalled



Option: Spike

8. Which term means strong healthy and vigorous?

- Option: Propelled
- Option: Anticipated
- Option: Robust
- Option: Upswing

9. What does it mean to accept or admit the existence or truth of something?

- Option: Acknowledged
- Option: Cooperate
- Option: Inspection
- Option: Disengage

10. Which term describes a sudden and large increase or rise in something such as numbers or intensity?

- Option: Surging
- Option: Recalled
- Option: Decreased
- Option: Outbreak

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. A _____ is the exclusion of employees from the workplace until certain terms are agreed upon.

12. The recent changes in policies have _____ the overall productivity of the team.

13. _____ can lead to discomfort and safety issues in public spaces.

14. The company _____ the faulty products due to safety concerns.

15. Fever cough and fatigue are common _____ of the flu.

16. As _____ we must take responsibility for our actions and choices.

17. The new technology _____ the company to the forefront of the industry.

18. The team _____ a successful outcome after months of preparation.

19. The manager issued a clear _____ on how to handle customer complaints.



20. Reckless driving can _____ the lives of pedestrians and other motorists.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. The unexpected power outage caused a _____ in the production schedule.
22. Before purchasing the house the potential buyers wanted to _____ it thoroughly.
23. The company issued a new _____ outlining the updated dress code policy.
24. The passengers boarded the plane and took their seats in the _____.
25. Leaving toxic chemicals unsecured can _____ the health of those living nearby.
26. The two companies decided to _____ on a joint marketing campaign.
27. The new policy sparked a debate among the employees.
28. The demand for the product is suddenly exceeding all expectations.
29. Regular exercise and a balanced diet contribute to a _____ immune system.
30. There was a sudden _____ in the number of visitors to the website after the new feature was launched.

Answer

Multiple Choice: 1. Disagreement 2. Consequences 3. Frustrated 4. Outbreak 5. Intervention 6. Cooperate 7. Criticism 8. Robust 9. Acknowledge 10. Surging

Gap-Fill: 11. Lockout 12. Decreased 13. Overcrowding 14. Recalled 15. Symptoms 16. Individuals 17. Propelled 18. Anticipated 19. Directive 20. Endanger

Matching sentence: 1. Disruption 2. Inspect 3. Directive 4. Fuselage 5. Endanger 6. Cooperate 7. Controversial 8. Surging 9. Robust 10. Spike

CATEGORY

1. Business - LEVEL3

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