
Starbucks Needs to Update Store Experience for Increased Sales, Says Howard Schultz

Description

Former Starbucks CEO Howard Schultz recently made a bold statement regarding the coffee chain's disappointing quarterly earnings. Schultz emphasized the need for improvements in the experiences at Starbucks' U.S. stores, noting that a focus on customer experience is crucial for the company's success.

In a LinkedIn post, Schultz, who has held various leadership roles at Starbucks, highlighted the importance of revitalizing the company's operations in the U.S. He suggested that the solution lies not in data, but in enhancing the in-store experiences for customers.

Following a decline in same-store sales, Starbucks fell short of Wall Street analyst estimates for quarterly earnings and revenue, leading to a 17% drop in share prices.

Schultz urged the company to revamp its mobile ordering and payment platform, enhance its go-to-market strategy, and prioritize coffee-forward innovation to differentiate itself in the market.

Starbucks has already announced plans to upgrade its store experiences through technological renovations at new and renovated locations. These enhancements include acoustic dampening baffles in ceilings to reduce noise and adjustable lighting for a more enjoyable customer experience.

Despite stepping down from the Board of Directors and as CEO last year, Schultz remains passionate about the success of Starbucks and its employees. His vision for revitalizing the company's operations reflects a commitment to excellence and innovation in the competitive coffee market.

Vocabulary List:

1. **Revitalize** // (verb): To give new life energy or strength to something.
2. **Enhance** // (verb): To improve or increase the quality value or effectiveness of something.
3. **Differentiate** // (verb): To make something different in some way or to see the difference between things.
4. **Innovation** // (noun): The introduction of new things ideas or ways of doing something.
5. **Revamp** // (verb): To change something in order to improve it or make it more modern.
6. **Passionate** // (adjective): Having or showing strong feelings of enthusiasm or excitement.

Vocabulary quizzes

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

1. What is a term used to describe a sudden and significant increase?

- Option: Plunged
- Option: Surged
- Option: Stagnated
- Option: Fluctuated

2. What does the term "resistance" typically refer to?

- Option: Ease
- Option: Adaptation
- Option: Compliance
- Option: Opposition

3. Which term best describes something that is of vital importance?

- Option: Optional
- Option: Insignificant
- Option: Crucial
- Option: Superfluous

4. Which term is related to sound?

- Option: Visual
- Option: Auditory
- Option: Taste
- Option: Touch

5. What is a characteristic of something described as "innovative"?

- Option: Traditional
- Option: Stagnant
- Option: Conventional
- Option: Groundbreaking

6. Which term describes the action of being watchful and alert for potential dangers?

- Option: Complacency
- Option: Vigilance
- Option: Neglect
- Option: Carelessness

7. What does it mean if something is "estimated"?

- Option: Exact
- Option: Speculated
- Option: Confirmed

Option: Precise

8. What is typically awarded as a prize?

Option: Penalty

Option: Compensation

Option: Punishment

Option: Reward

9. What does the term "ancillary" refer to?

Option: Primary

Option: Secondary

Option: Integral

Option: Intrinsic

10. What is a characteristic of a process described as "transparent"?

Option: Obscure

Option: Clear

Option: Opaque

Option: Concealed

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

11. The magician showcased _____ skills during the performance.

12. The doctor recommended an _____ to address the patient's condition.

13. The lucky winner hit the _____ in the casino.

14. Please submit your report by the _____ to avoid delays.

15. Proper _____ practices are essential to maintain hygiene.

16. You have the _____ to choose between different payment methods.

17. The automobile company issued a _____ of faulty vehicles.

18. Rice is a _____ food in many Asian countries.

19. The decision was deemed _____ by the employees.

20. The spa offers _____ treatments to rejuvenate the body and mind.

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

21. The success of the project was mainly to the collaborative efforts of the team.
22. The importance of regular exercise was in the fitness program.
23. The old building was to modernize its facilities.
24. The key objective is to clearly the brand from its competitors.
25. The decisions are made collectively by the organization's .
26. The hotel underwent extensive to enhance guest experience.
27. The water source was deemed unsafe after being found .
28. Proper practices are crucial in preventing the spread of diseases.
29. The team's combined led to the successful completion of the project.
30. The player was from the team pending further investigation.

Answer

Multiple Choice: 1. Surged 2. Opposition 3. Crucial 4. Auditory 5. Groundbreaking 6. Vigilance 7. Speculated 8. Reward 9. Secondary 10. Clear

Gap-Fill: 11. remarkable 12. intervention 13. jackpot 14. deadline 15. sanitation 16. option 17. recall 18. staple 19. arbitrary 20. revitalizing

Matching sentence: 1. attributed 2. emphasized 3. renovated 4. differentiate 5. board of directors 6. renovations 7. contaminated 8. sanitation 9. efforts 10. suspended

CATEGORY

1. Business - LEVEL4

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