

Howard Schultz: Starbucks



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Orientation to Business
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Biography

- ❖ Born in 1952 in Brooklyn, NY
- ❖ Football Scholarship to Northern Michigan University
- ❖ Was Manager of a U.S. operation for Hammarplast



It all started in 1981...



- Traveled to Seattle to try a little coffee bean store called Starbucks
- "I walked away ... saying, 'God, what a great company, what a great city. I'd love to be a part of that' "
- Got hired and became director of marketing and operations of Starbucks

Revenge

- Shultz wanted to expand Starbucks but owners said NO!
- Schultz quit his job and made his own coffee shop
- Due to that success, Shultz bought Starbucks for \$3.8 million.



Starbucks



- “Starbucks is the largest coffee house in the world...includes 8500 company owned stores and 6500 licenses stored in 42 countries...total of over 15,000 stores globally”



Keys to Success



- Main Goal: “To serve a great cup of coffee...to build a company with soul”
- Does not believe it is possible to build a strong brand around franchises
- Still managed to expand without national advertising

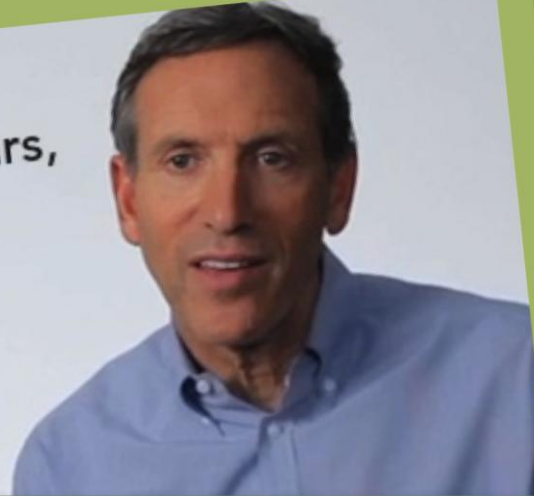
“Starbucks is just getting started”

- ❖ Treats business members with respect
- ❖ “gives all employees (including part-time) equity options and health insurance. They also lowercase all titles and call employees ‘partners’”



Conclusion

As we prepare to mark 40 years,
we look ahead to the future.



Howard Schultz
Starbucks CEO

'I worry about
everybody.
I'm paranoid.
You have to be'
Meet the man who sells
11 million of these
every day



*He's emotional, intense and full of nervous energy
and not just from too much coffee. Howard Schultz reveals
how he brought Starbucks back from the brink*