

Careers at Starbucks

Starbucks is a people business. This means that our success depends on your success. We know lots of companies say that, but we can only get to where we want to be with the help and support of the people we hire: our partners. They're our focus and our biggest asset. As a member of our team, you'll get opportunities to develop your skills, further your career, and plan and achieve your goals.

It doesn't stop there, though. We foster a culture of commitment to excellence, and we place a big emphasis on respect for our customers and each other, as well as a dedication to social responsibility. And we don't just say it: we do it every day.

We're looking for individuals who are driven to succeed, who bring passion, integrity, and above all a love of working with people. In addition there is the opportunity to go out and support community projects and charities. If that sounds like you, and the sort of environment you'd flourish in, get in touch with us. We're growing in new and dynamic ways, and we need the ideas and expertise that the right people can bring us.

At Starbucks, we value integrity and embrace diversity as an essential component in the way we do business. These values are reinforced by an uncompromising commitment to equal opportunities. We will not discriminate against anyone applying for a job – or while in our employ – for reasons of gender, marital status, family status, sexual orientation, religion, age, disability, race and membership of the

travelling community, or for any other reason. What does this mean in practice? It means that you will always be treated in a fair and unbiased way and that your opportunities to progress will be based on merit alone.

Career paths

Retail opportunities

Do you have experience in providing outstanding customer service? We have a wide range of vacancies, from barista (bar staff) through to store manager level.

Baristas and shift supervisors

Please visit your local store to find out about local opportunities and to complete an application form. The store manager will be able to give you more information about vacancies at his/her store and in the local area.

Assistant store managers, store managers and district managers

Assistant store managers, store managers and district managers oversee the day-to-day operations of each Starbucks location. These positions offer a great career experience for professionals with previous experience in retail management. To learn more about these opportunities and provide your CV and application online, click one of the links below.

Training and education

We guide all new partners through an extensive orientation and fundamental training programme to provide a solid foundation for career advancement

at Starbucks. Some of our educational programmes are:

- **Coffee education.** A course focusing on the Starbucks passion for coffee and understanding our core product.
- **Learning to lead.** A three-level programme for baristas to develop leadership skills. The programme also includes store operational and effective management practice training.
- **Business and communication.** The Starbucks Support Centre (SSC) offers a variety of classes ranging from basic computer skills to conflict resolution, to management training.

Total pay (compensation, stock, benefits and savings)

Starbucks' total pay package is referred to as 'Your

Special Blend' because it is unique to each partner. Partners who work full time or part time (20 hours or more per week) may participate in a variety of programmes, and make choices based on individual needs and interests.

Depending on the job and personal situation, a partner's total pay package may include:

- healthcare benefits (medical, prescription drugs, dental and vision)
- retirement savings plan
- referral programmes and support resources for child and eldercare
- discounted Starbucks merchandise

And, of course, all partners get a pound of coffee each week.

Source: Starbucks website (www.starbucks.com), 1 October 2007

Questions

Total: 40 marks (50 minutes)

- 1 Explain the likely benefits to Starbucks of its induction ('orientation') training programme. (4 marks)
- 2 Analyse the possible reasons for differences between the recruitment process for a new barista and a new store manager at Starbucks. (9 marks)
- 3 The information provided here is available on the Starbucks website. Discuss how effective the internet is likely to be as a medium for advertising jobs and recruiting staff, compared with more traditional sources. (12 marks)
- 4 Discuss the differences between the types of training that would be most appropriate for developing the effectiveness of a barista and a new store manager at Starbucks. (15 marks)