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Department of Management Sciences (BBA)

Report On

Experiential Learning

On

Case Study on Starbuck Coffee

ACTIVITY : Report on Experiential Learning Pedagogy through a Case Study on Starbuck Coffee.

Subject : CSR (BBA 206)

Date : 26th Feb., 2024

Department : Department of Management Science

Faculty In charge : Dr. Sheenu Arora

Participants : 37

1. Introduction:

This report outlines the implementation of Experiential Learning pedagogy through a case study focused on the topic of "Case Study on Starbuck Coffee." The objective was to engage participants in a practical exploration of the complexities associated with Strategies of Starbuck Coffee.

2. Objectives of the Case Study:

The primary objectives of the case study were:

- **Understanding Success Factors:** The primary objective is to analyse the factors contributing to Starbucks' success as a leading coffeehouse chain. This involves identifying the strategic decisions, innovations, and operational practices that have propelled Starbucks to prominence in the coffee industry.
- **Identifying Challenges Faced:** Another objective is to identify the challenges and obstacles Starbucks has encountered throughout its journey. This includes assessing how Starbucks has navigated through market saturation, economic downturns, competition, and other external factors impacting its business operations.
- **Evaluating Strategic Initiatives:** The case study aims to evaluate the strategic initiatives undertaken by Starbucks to address challenges and capitalize on opportunities. This involves examining Starbucks' international expansion efforts,

digital innovation strategies, sustainability initiatives, and other key initiatives aimed at driving growth and differentiation.

- **Assessing Performance and Impact:** The analysis seeks to assess Starbucks' performance in terms of financial metrics, market share, customer satisfaction, and brand perception. It also aims to evaluate the impact of Starbucks' strategic initiatives on its business outcomes, including revenue growth, profitability, and market positioning.
- **Drawing Lessons and Insights:** A key objective of the case study analysis is to draw lessons and insights that can be applied to other businesses and industries. By understanding Starbucks' success story and the challenges it has overcome, stakeholders can gain valuable insights into effective strategies for building and sustaining a competitive advantage in dynamic markets.
- **Informing Decision-Making:** Ultimately, the case study analysis aims to inform decision-making within Starbucks and other organizations facing similar challenges. By providing a comprehensive understanding of Starbucks' business model, strategies, and performance, the analysis can help stakeholders make informed decisions about future direction, resource allocation, and strategic priorities.

3. Execution of the Case Study:

The case study was executed using the problem - solving pedagogy, incorporating the following key elements:

- **Theoretical Framework:** A brief review of theoretical concepts and legal provisions related to income under the head of house property, establishing a foundational understanding.
- **Case Presentation:** Presentation of a complex case study involving a residential property, requiring participants to calculate taxable income, consider exemptions, and analyse relevant legal provisions.
- **Group Work:** Participants were divided into small groups to collaboratively analyse and solve the case study, fostering teamwork and diverse perspectives.
- **Interactive Discussion:** A facilitated discussion allowed each group to present their solutions, share insights, and engage in a collective dialogue on challenges encountered and lessons learned.

4. Learning Outcomes of the Case Study:

The case study analysis of Starbucks Coffee offers a rich learning experience that can lead to various outcomes for students, researchers, and business professionals. Here are some key learning outcomes associated with analysing the case study of Starbucks Coffee:

- **Understanding Strategic Management:** Students can gain insights into strategic management principles by examining how Starbucks has formulated and implemented strategies to achieve its business objectives. They can learn about the importance of vision, mission, and values in guiding strategic decisions, as well as the process of analysing internal and external environments to identify opportunities and threats.

- **Applying Marketing Concepts:** The case study provides an opportunity to apply marketing concepts such as branding, positioning, segmentation, and product diversification. Students can explore how Starbucks has built a strong brand identity, differentiated its offerings, and effectively targeted various customer segments through marketing initiatives.
- **Exploring Innovation and Adaptation:** By studying Starbucks' history and evolution, learners can explore the concepts of innovation and adaptation in response to changing market dynamics. They can analyze how Starbucks has introduced new products, expanded into new markets, and embraced digital technology to enhance customer experience and drive growth.
- **Assessing Corporate Social Responsibility:** The case study allows students to examine Starbucks' commitment to corporate social responsibility (CSR) and sustainability. They can evaluate the impact of Starbucks' CSR initiatives on its brand reputation, stakeholder relationships, and long-term sustainability, as well as explore the challenges and opportunities associated with integrating CSR into business strategies.
- **Analysing Competitive Dynamics:** Students can analyse the competitive landscape of the coffee industry and assess Starbucks' competitive advantages relative to rivals such as Dunkin' Donuts, independent coffee shops, and emerging competitors. They can identify the sources of Starbucks' competitive strength and evaluate its strategies for maintaining market leadership in the face of competition.
- **Critical Thinking and Problem-Solving:** Through the case study analysis, learners can develop critical thinking skills by evaluating complex business challenges and identifying viable solutions. They can engage in discussions and debates about the strategic choices made by Starbucks and consider alternative approaches to address the company's key issues and opportunities.
- **Drawing Lessons for Business Leadership:** The case study offers valuable lessons for business leaders and managers seeking to drive organizational success in competitive markets. By examining Starbucks' experiences, learners can derive practical insights and best practices for leadership, decision-making, innovation management, and organizational change.

Overall, the case study analysis of Starbucks Coffee fosters a deeper understanding of strategic management, marketing principles, innovation, corporate social responsibility, competitive dynamics, and leadership practices in the context of a globally recognized brand. It equips learners with valuable knowledge and skills that can be applied to a wide range of business contexts and industries.

Photographs:





Lists of Students: -

S.No.	Enrolment No.	Name
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6	6617001722	SHRUTI JAIN
7	8717001722	TITIKSH SHARMA
8	10717001722	ADIT GUPTA
9	8317001722	YASHIKA JAIN
10	6917001722	AYUSHI TYAGI
11	9117001722	DEVANSHI GUPTA
12	11517001722	BHUMIKA MAGGO
13	6417001722	SABHYA GARG
14	9517001722	TASHI JAIN
15	12417001722	TARANPREET KAUR
16	80117001722	BHARAT GUPTA
17	36417001722	GAGAN PARMAR
18	13817001722	AKASH GUPTA
19	35617001722	TUSHAR PANDEY
20	14617001722	RAMAN RAWAT

21	13617001722	AYUSH JINDAL
22	70117001722	VANSHIKA SINGHAL
23	12117001722	PARTH GARG
24	12217001722	KRITI JAIN
25	36117001722	PAWAN RANA
26	35117001722	DEEPIKA BANSAL
27	35517001722	SHUBHAM GUPTA
28	12517001722	SARTHAK MADAAN
29	10217001722	ASHISH THAPLIYAL
30	9217001722	ARPIT PAHWA
31	7517001722	ISHIKA KOHLI
32	10017001722	PIYUSH AGGARWAL
33	11417001722	KAVEET KALRA
34	9017001722	PRACHI
35	10917001722	KRISHNA GUPTA
36	7217001722	KUMAR KRISH GOEL
37	11817001722	KHUSHI ARORA