

Local Star Consulting believes that we can contribute to the steady growth that Starbucks has experienced for years. Our recommendations center around improving Starbucks' customer experience, giving back to the community through a go local aspect, and attracting an afternoon crowd. We have derived our 3 recommendations by analyzing the internal and external forces that surround Starbucks as a company. Our first recommendation is a strategic business partnership with Meals On Wheels to feed the hungry. Meals on Wheels will handle all of the logistics, which will make it very feasible for Starbucks. Our second recommendation is to introduce on the mobile app. The mobile app is already very successful, but by introducing a feedback aspect to it, Starbucks can receive real time feedback from their customers, and introduce incentives to employees and stores for receiving a high amount of positive feedback. Lastly, we will be recommending a "High Tea Time" in Starbucks. High Tea is a time where people will have tea accompanied by a pastry in the late afternoon. This will take place periodically, and will attract the afternoon crowd to Starbucks. The implementation for all three recommendations are all laid out in our presentation, and the feasibility and benefits are explained as well. Local Star believes that we can contribute to the great success of Starbucks.