

Tickle Me Pink

We want to improve Starbucks in two ways: accessibility to new locations, and improving Barista satisfaction. To align ourselves with Howard Shultz's mission of expansion, we want to start by adding a floating location in specific high-traffic waterfront areas. These locations will dock in busy marinas and/or piers to attract locals, tourists, and boaters who are not currently able to access Starbucks on the water. To improve on another mission of Starbucks, Barista satisfaction, we want to implement a "Work-Cation" program. High performing Baristas will be rewarded with a working vacation in another city where they can immerse themselves in a new and exciting culture. This will serve two purposes. First, it will permit Baristas to meet and mingle with fellow partners in different cities. Second, it will allow Baristas to gain insights about how other locations operate, which will help improve and align the entire Starbucks experience.