

# Starbucks Mini PR Plan

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## Background:

Starbucks Coffee is a company that purchases the highest quality coffee beans the world has to offer, serving handcrafted and customized beverages, as well as sweet pastries across the globe. Every country has their own specialty drinks, flavours, and pastries that are popular within their own respective nations such as the Blonde roast coffee and Nanaimo bar in Canada.

## Business Objectives:

- To develop an efficient method of communication of weekly corporate goals to their retail employees to improve employee morale and inclusiveness within the Canadian stores.
- To ensure Canadian retail employees have minimum two days notice for new beverages so they can become accustomed to the new recipes.
- To ensure that when releasing more than three drinks at a time, Canadian baristas are trained in how to properly craft the beverages and taste them in order to provide customers with a brief description
- Inform Canadian retail employees two days in advance about promotions in order to ensure inventory is up to par.

## Creative Strategy and Tactics:

Starbucks retail employees in Canada must be informed about what new promotions are going to be available within the next month through the use of social media. This way the employees are able to receive clarification from management and are well equipped to answer questions and better serve the customers.

A large monthly calendar will be emailed to each store across Canada and this must be posted on a fridge or bulletin board in the backroom where employees will read it to ensure older employees who are not tech savvy are also informed about the new information from corporate Starbucks. There will also be an annual meeting to discuss employee concerns and future promotions at the beginning of each year.

A private Facebook group will be created for each district across Canada. It will be the responsibility of the district manager with the help of the store managers within the district to inform the employees about any upcoming drinks and promotions. All employees who have Facebook should keep up to date with the information.

Every store manager will be informed of the new drinks along with the recipe and promotions. Thus, management must relay that information to the baristas and shift supervisors through the use of social media. There are several individuals who go to school and work the minimum of 12 hours per week and it can be difficult to reach them to inform them about promotions and new drinks. Social media is the fastest and most efficient way of informing them of new items and promotions.

Routine knowledge check ups will continue to be on the district manager's list of priorities as they visit stores throughout the month.

## Target Audiences

Starbucks is targeting all part time and full time Canadian retail employees including, baristas, shift supervisors, assistant store managers, and store managers. Individuals who are employed by Starbucks in the roles previously mention who are of all genders, races, and religions between the ages of 16-65.

## Three key messages that Starbucks would like to communicate with their customers are that:

- Starbucks is determined to improve their employee relations across Canada by communicating new promotions and beverages to their baristas in order to effectively serve the customers needs.
- Diversity is greatly valued at Starbucks. Individuals of all races, backgrounds, sexual orientation, ages, gender identity, and religions are able come together at Starbucks to a create a unified sense of community and spread positivity while making meaningful customer connections.
- Starbucks is investing time into training their employees so that they are experts in creating and crafting signature and new beverages while providing excellent customer service.

Budget & Timeline

<b>Date</b>	<b>Activity</b>	<b>Budget &amp; Costs</b>	<b>Responsibility</b>
January 2017- March 2017	<ul style="list-style-type: none"> <li>-Annual meeting discussing the changes for the next year</li> <li>-Creation of private district Facebook pages with employees</li> <li>-Creating and distribution of paper calendars</li> <li>-Training if new drinks are released</li> <li>-First quarterly survey at the end of March is taken by retail employees</li> <li>-Adding all employees on the private Facebook and welcoming them</li> </ul>	<ul style="list-style-type: none"> <li>-Producing the monthly calendars for each store will cost the graphic designer \$200</li> <li>-Training will cost roughly \$30-\$50 per employee</li> <li>-Training material including recipes and practice trials for the employees of the new food and drinks will cost about \$200 per store each quarter.</li> <li>-Annual meeting will cost Starbucks between \$40-\$90 per employee</li> <li>-Supplies to hang up calendar will cost each store \$10</li> </ul>	<ul style="list-style-type: none"> <li>-Store manager</li> <li>-Shift supervisor</li> <li>-Barista trainers</li> <li>-Graphic designer</li> <li>-District manger</li> </ul>
April 2017 – June 2017	<ul style="list-style-type: none"> <li>-Training if new drinks are released</li> <li>-Second quarterly survey is taken by employees at the end of June</li> <li>-Creating and distributing of the paper calendars</li> <li>-Semi-annual reviews for employees will be occurring throughout this quarter</li> <li>-Keeping the Facebook updated with new promotions and answering questions employees have</li> </ul>	<ul style="list-style-type: none"> <li>-Training material including recipes and practice trials for the employees of the new food and drinks will cost about \$200 per store each quarter.</li> <li>-Reviews for employees including raises will cost each store around \$250 semi-annually</li> </ul>	<ul style="list-style-type: none"> <li>-Store manager</li> <li>-Shift supervisor</li> <li>-Barista trainer</li> <li>-District manager</li> <li>-Graphic designer</li> </ul>
July 2017- September 2017	<ul style="list-style-type: none"> <li>-First anonymous survey on store manager is conducted</li> <li>-Creating and distributing paper calendars</li> <li>-Updating the Facebook every day with goals and contests to keep employees interested</li> </ul>	<ul style="list-style-type: none"> <li>-Survey should cost about \$7 per employee to do while at work</li> </ul>	<ul style="list-style-type: none"> <li>-District manager</li> <li>-Graphic designer</li> <li>-Store manager</li> </ul>
October 2017- December 2017	<ul style="list-style-type: none"> <li>-Intensive training for incoming holiday drinks and pastries</li> </ul>	<ul style="list-style-type: none"> <li>- Training should cost \$300 for a two hour period per store</li> <li>-Cost of sampling drinks and food items \$100</li> </ul>	<ul style="list-style-type: none"> <li>-Store manager</li> </ul>

Evaluation

Surveying employees quarterly is valuable to ensure the store manager and the shift supervisors are on top of communicating recipes and promotions appropriately. This can be done on the Starbucks international partner website to evaluate whether or not the communications plan was effective. Employee feedback is helpful to see what worked and what didn't work out with this plan. Suggestions from retail employees will be taken into consideration and will be implemented if it can further improve the goal of better communication within stores. An anonymous version of an evaluation will be available once a year to assess the store manager's performance with a section dedicated to communication. This way, employees can freely express themselves without the fear of compromising their relationships with their management. Store managers are required to complete semi-annual reviews with each employee within the store to discuss performance and based on this review an increase in wage is negotiated. This is very important to discuss what the employee could be doing better and encourage them to continue doing what they do best. Starbucks will continue to evaluate this plan until communication with retail partners is second nature and even then it is significant in any company to review the communication with their employees.