



**SWOT Analysis on**  
**Starbucks**

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# Ethnography

## Background Information

- Our team recently conducted an ethnographic study at the Starbucks located on Winthrop University's campus.
- The information found in this S.W.O.T. analysis was discovered through our own observations and research.



# About the location

- Located on Winthrop's campus
- Relatively new
- Sells beverages and smaller meal items



# Strengths

- Convenience
- Late hours of operation
- Calm atmosphere
- Perks for frequent customers who utilize their app



# Weaknesses

- Not calling names on cups
- Product placement in store
- Lack of upselling
- Long wait time



# Opportunity

The store needs to improve:

- Their often weak product placement
- Consistency in taking the customer's names
- Time management



# Threats

- Limited customer base
- Einstein's and other competitors
- The potential addition of another Starbucks near campus
- Lack of customers during school holidays



# Promotional Suggestions

- To help draw more attention to the additional items for sale at the Starbucks on Winthrop's campus, our team decided to create an addition to the menu.
- By placing this beside the traditional wall menus, customers can see what else the store has to offer.
- There is also a “buy 2, get 1 free” deal to help persuade customers to make the additional purchase.



## ADDITIONAL ITEMS



**MUGS**  
FROM \$7.95 & UP



**K - CUPS**  
FROM \$28.95 & UP

**BUY 2 ITEMS,  
GET 1 FREE!**



**GROUND&BLENDS**  
FROM \$14.95 & UP



**TUMBLERS**  
FROM \$9.07 & UP

- By keeping the classic menu style that Starbucks is known for, this menu addition should be easy to integrate with their current menu.
- This piece could also be used as a promotional poster around the store.