CWP Online assignment # 4 questions Due February 20th

1. A. Schultz is saying that people have told him not to touch the issue. Which issue is he talking about?

b. Why does he think it’s important to deal with?

c. And how should it be dealt with?

1. Who is Mobdje?
2. What is Mobdje’s concern?
3. How does Schultz respond to his concern?
4. List three causes/issues that Schultz has taken on recently?

a.

b.

c.

1. What is Schultz focusing on lately? Why?
2. Why did Starbucks sales go down during the Fergusson riots?
3. What two things has Starbucks taken the lead in in offering? it’s employees?

a.

b.

1. What are two ways in which Starbucks benefits it’s employees by providing the two services referred to in the previous question?
2. What are Schultz’s reasons for making changes in his business model?
3. List the changes he is going to make

a.

b.

c.

1. Which businesses will Starbucks have to compete with and why?
2. Why won’t using Cargo containers at highway exits be easy?
3. Why does the future of Starbucks have a split personality?
4. Why was Schultz trying to build a company that his dad never got to work for?
5. Why did his wife marry him?
6. How did going to Canarsie High School earn Schultz a new level of street credit?
7. Give an example of Schultz being a control freak?
8. If Schultz ran for president do you think he could make it? Why or why not?

1. How does the Starbucks App compare to other apps?

1. What challenges is he going to face in the future from other businesses?

1. What are some policy changes they are making? (last paragraph)?
2. Do you think Schultz would make a good U.S. president? Why or why not?

Give at least three reasons from the article to back up your answer