

Business Studies Trip

In November 2015, the Business Studies department arranged a morning at Starbucks for the GCSE students as part of our controlled assessment task. After travelling the short distance to Bridgewater Park, we all packed into the suddenly quite small Starbucks store, where we were greeted by Stephanie, the store manager.

Stephanie was able to answer our many questions, helping us to understand the roots of Starbucks as a company, as we

were taken behind the scenes of the coffee and frappuccinos! Through this experience we learned more about what it takes to build a successful company and a reputation to be proud of. We gained knowledge on topics such as: the firm's aims, how Starbucks makes use of technology, and how the firm achieves such a high level of customer satisfaction, which is a large part of the reason for the company's undeniable success.

After providing all of the information that we needed, Stephanie and her co-workers kindly allowed us to test their wide variety of drinks as they explained the process behind creating each one, including Mrs Morrow's favourite, the caramel macchiato! We found that our trip was very beneficial to our coursework as we were able to apply not only the company's past, but its future aims to our coursework and overall the trip helped us to achieve a much better understanding of the course.



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