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FINAL PAPER

TOTAL MARKS 50

QUESTION NO.3

Famous coffee brand Starbucks doesn't want to open a franchise in Pakistan, What's the reason behind not opening a franchise?

ANSWER:

People in Pakistan primarily drink tea, very few people .Mostly younger, educated, hipster types in major cities drink coffee, even still most of the youth drinks tea. So there really isn't much market for starbucks in Pakistan. They might open one or two but it won't do as well as it does in a coffee drinking country. The return on investment for setting up Starbucks in Pakistan is low and the market size is very less and the risk is too high. The Average income of Pakistan is also low. People does not afford it.

Question 4

If Starbucks ever change its plan of opening a store in Pakistan, which city would they choose to land and why?

ANSWER:

If Starbucks ever change its plan of opening a store in Pakistan then they will give prefer to main 3 cities.

Karachi

Lahore

Islamabad

These 3 cities have mostly well income as compared to other cities.

Mostly people are educated and the universities are located in these 3 countries. As we know mostly Student Drinks coffee. So may be star buck will earn some profit in these countries.

In these cities some time outsider comes or tourist comes, they may be visit.

Case Study Scenario:

The issues affecting the firm include;

1. Irregularities in the staff attendance this is because many did not sign the attendance register and many did not know the exact leave data leading to some having excess leaves in the year.
2. Discrepancy in the reports as there were no standardization in the human resource reports between head office, regional office and retails.
3. Due to the fast growing pace of the firm , communication and training become an issues this is because training employees on various HR procedures and policies was becoming increasingly difficult leading to employees taking decisions based on their previous experience or personal insights and created unnecessary hassles that required HR intervention.

B. the HRM solutions to these problems include;

i)

Irregularities in staff attendance can be solve through the following; Having a written attendance policy, showing concern to the employees especially when one starts missing work all of a sudden they may be faced with personal life, Taking time to collect evidence before addressing a meeting.

ii)

The solutions to discrepancy are fixing the transaction code so that it works for all browsers and devices, adjusting the process for a payment method so that the visitor is returned to the order confirmation page.

iii)

To solve training and communication issues the following can be done; Optimizing the training for mobile, communicating several concepts at once with clever graphics, using a micro learning approach and delivering useful and relevant content in bite sized chunks.