**Video Title:** How Starbucks Became an $80B Business

**Video URL:** <https://www.youtube.com/watch?v=XUBeH7VQaFY>

**Running Time/Source:** 7:39, CNBC/YouTube

**Close Caption Available:** Yes

This video clip about the growth and business practices of Starbucks highlights some of the planning and ongoing decisions organizations have to make to adapt and grow their business. It also shows how key leaders drive those decisions and formulate different plans of action to meet organizational goals and respond to different events within the business or overall economy.

Question:

1. How has Starbucks changed in how it does business and how it is organized since its founding in 1970?
2. How did Howard Schultz change the strategic goals of Starbucks and direct efforts towards those goals as a top manager?
3. What were some of the tactical plans that Starbucks enacted in response to the 2007 financial crash?
4. What kind of innovation planning is Starbucks engaged in?

1. What are some current areas of concern for Starbucks where they could create some contingency plans?