**Starbucks Global Supply Chain**

**Supply chain, planning, purchasing, raw materials, inventory control**

Description: This video describes the supply chain of Starbucks. With more than 70,000 stores worldwide, Starbucks management must maintain strong control over the supply chain to ensure everything runs smoothly. Starbucks does a lot to transform raw coffee beans into quality coffee to sell in its stores. The purchasing department has the responsibility to ensure the coffee beans adhere to Starbucks high standards.

Please share your thoughts on the following issues as you watch a brief clip describing Starbucks’s supply chain. With more than 70,000 stores worldwide, Starbucks management must maintain strong control over the supply chain to ensure everything runs smoothly.

*Use with:* [*https://www.youtube.com/watch?v=ElYNhGbOTOQ*](https://www.youtube.com/watch?v=ElYNhGbOTOQ)

1. Describe the planning that Starbucks must engage in at every stage of the supply chain process.
2. What raw materials does Starbucks receive? What must it do to transform these raw materials into the finished product?
3. What are some of the goals of the Starbucks purchasing department?
4. Why is the Starbucks supply chain described as complex?
5. How does working with the manufacturers of cups, napkins, and other goods used in its stores help Starbucks maintain tighter inventory control?