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STARBUCKS

<http://www.BusinessEnglishMaterials.com/starbucks.html>



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THE LISTENING / READING SCRIPT

From: <http://www.businessenglishmaterials.com/starbucks.html>

Starbucks is an international coffee and coffeehouse chain. It is the world's best-known brand of coffee shop and has almost 20,000 stores in around 50 countries, employing close to 150,000 people. It was formed in Seattle, Washington in 1971 by English teacher Jerry Baldwin, history teacher Zev Siegl, and writer Gordon Bowker. Its website says little has changed since then: "Every day, we go to work hoping to do two things: share great coffee with our friends and help make the world a little better. It was true when the first Starbucks opened in 1971, and it's just as true today." Starbucks is famous for its range of coffees and pastries, its comfortable and well-furnished shops and its free-trade coffee. Trained Starbucks staff are called Coffee Masters, while staff in training are known as baristas.





WARM UPS

From: <http://www.businessenglishmaterials.com/starbucks.html>

1. BRAINSTORM CHAT: Write all the words you can think of about Starbucks on the board or on a piece of paper. Talk about these words with your partner(s).

2. STARBUCKS MORNING: Each student pretends to be an employee of Starbucks. They walk around the class and talk about the company and their job.

3. RUMOURS: Each student writes down a pretend rumour about Starbucks. They then walk around the class and talk to other students about their rumour.

4. GOOD AND BAD: Brainstorm good and bad things about Starbucks and write them on the board. Students talk about these in pairs.

5. TRUE OR FALSE: Students find out several facts about Starbucks. They write these down and add the same number of things about the company that are false. Students test each other on which of their points are true or false.

6. FACTS: In groups, students write down as many facts as they can about Starbucks. The winner is the group with the most facts. Teacher may wish to have groups share their facts to make sure they are real.





LISTENING / READING GAP FILL

From: <http://www.businessenglishmaterials.com/starbucks.html>

Starbucks is an international coffee and coffeehouse chain. _____ brand of coffee shop and has almost 20,000 stores in around 50 countries, _____ people. It was formed in Seattle, Washington in 1971 by English teacher Jerry Baldwin, history teacher Zev Siegl, and writer Gordon Bowker. Its website _____ since then: "Every day, we go to _____ things: _____ our friends and help make the world a little better. It was true when the first Starbucks opened in 1971, and it's just as true today." Starbucks is _____ coffees and pastries, its comfortable _____ and its free-trade coffee. Trained Starbucks staff are called Coffee Masters, while _____ as baristas.





CORRECT THE SPELLING

From: <http://www.businessenglishmaterials.com/starbucks.html>

Starbucks is an international coffee and coffeehouse nchia. It is the world's best-known brand of coffee shop and has almost 20,000 stores in udrona 50 countries, nmeygolpi close to 150,000 people. It was frmdoe in Seattle, Washington in 1971 by English teacher Jerry Baldwin, history teacher Zev Siegl, and writer Gordon Bowker. Its eseitbw says little has changed since then: "Every day, we go to work ghpnio to do two things: share great coffee with our friends and help make the world a little better. It was true when the first Starbucks ednpoe in 1971, and it's just as true today." Starbucks is famous for its range of coffees and stresapi, its comfortable and well-denusrifh shops and its free-trade coffee. Trained Starbucks staff are called Coffee Masters, while staff in agriintn are known as baristas.





UNJUMBLE THE WORDS

From: <http://www.businessenglishmaterials.com/starbucks.html>

Starbucks is an international coffee and coffeehouse chain. It brand world's of best coffee - is known the shop and has almost 20,000 stores in around 50 countries, 150,000 people employing close to. It was formed in Seattle, Washington in 1971 by English teacher Jerry Baldwin, history teacher Zev Siegl, and writer Gordon Bowker. Its then has website changed says since little: "Every day, work things hoping we to go do to two: share with coffee great make help and friends our the world a little better. first It true the Starbucks was when opened in 1971, and it's just as true today." Starbucks is famous for its range of coffees and pastries, its comfortable and well its - free furnished - shops trade and coffee. Trained Starbucks staff are called Coffee Masters, while staff in are baristas known training as.





INSERT THE VOWELS

From: <http://www.businessenglishmaterials.com/starbucks.html>

St_rb_cks _s _n _nt_rn_t__n_l c_ff__ _nd
c_ff__h__s__ch__n. _t_s th_ w_rld's b_st-kn_wn
br_nd _f c_ff__ sh_p _nd h_s _lm_st 20,000
st_r_s _n _r__nd 50 c__ntr__s, _mpl_y_ng cl_s_
t_ 150,000 p__pl_. _t w_s f_rm_d _n S__ttl_,
W_sh_ngt_n _n 1971 by _ngl_sh t__ch_r J_rry
B_ldw_n, h_st_ry t__ch_r Z_v S__gl, _nd wr_t_r
G_rdn B_wk_r. _ts w_bs_t_ s_ys lttl_ h_s
ch_ng_d s_nc_ th_n: "_v_ry d_y, w_g_t_ w_rk
h_p_ng t_ d_ tw_ th_ngs: sh_r_ gr__t c_ff__
w_th __r fr__nds _nd h_lp m_k_ th_ w_rld _
l_ttl_ b_tt_r. _t w_s tr__ wh_n th_ f_rst
St_rb_cks _p_n_d _n 1971, _nd _t's j_st _s tr__
t_d_y." St_rb_cks _s f_m__s f_r _ts r_ng_ _f
c_ff__s _nd p_str__s, _ts c_mf_rt_bl_ _nd w_ll-
f_rn_sh_d sh_ps _nd _ts fr__-tr_d_ c_ff__.
Tr__n_d St_rb_cks st_ff _r_ c_ll_d C_ff__
M_st_rs, wh_l_ st_ff _n tr__n_ng _r_ kn_wn _s
b_r_st_s.





PUNCTUATE THE TEXT AND ADD CAPITALS

From: <http://www.businessenglishmaterials.com/starbucks.html>

starbucks is an international coffee and coffeehouse chain it is the world's best-known brand of coffee shop and has almost 20000 stores in around 50 countries employing close to 150000 people it was formed in seattle washington in 1971 by english teacher jerry baldwin history teacher zev siegl and writer gordon bowker its website says little has changed since then "every day we go to work hoping to do two things share great coffee with our friends and help make the world a little better it was true when the first starbucks opened in 1971 and it's just as true today" starbucks is famous for its range of coffees and pastries its comfortable and well-furnished shops and its free-trade coffee trained starbucks staff are called coffee masters while staff in training are known as baristas





CHOOSE THE CORRECT TENSE

From: <http://www.businessenglishmaterials.com/starbucks.html>

Starbucks (be) an international coffee and coffeehouse chain. It (be) the world's best-known brand of coffee shop and (have) almost 20,000 stores in around 50 countries, (employ) close to 150,000 people. It was (form) in Seattle, Washington in 1971 by English teacher Jerry Baldwin, history teacher Zev Siegl, and writer Gordon Bowker. Its website (say) little has changed since then: "Every day, we (go) to work hoping to do two things: (share) great coffee with our friends and (help) make the world a little better. It was true when the first Starbucks (open) in 1971, and it's just as true today." Starbucks (be) famous for its range of coffees and pastries, its comfortable and well-furnished shops and its free-trade coffee. Trained Starbucks staff (be) called Coffee Masters, while staff in training are (know) as baristas.





REWRITE WITH SPACES

From: <http://www.businessenglishmaterials.com/starbucks.html>

Starbucksisaninternationalcoffeeandcoffeehousechain.Itistheworld'sbest-knownbrandofcoffeeshopandhasalmost20,000storesinaround50countries,employingcloseto150,000people.ItwasformedinSeattle,Washingtonin1971byEnglishteacherJerryBaldwin,historyteacherZevSiegl,andwriterGordonBowker.Itswbsitesayslittlehaschangedsincethen:"Everyday,wegotoworkhopingtodotwothings:sharegreatcoffeewithourfriendsandhelpmaketheworldalittlebetter.ItwastwuewhenthefirstStarbucksopenedin1971,andit'sjustastruetoday."Starbucksisfamousforitsrangeofcoffeesandpastries,itscomfortableandwell-furnishedshopsanditsfree-tradecoffee.TrainedStarbucksstaffarecalledCoffeeMasters,whilestaffintrainingareknownasbaristas.





CHOOSE THE CORRECT WORD

From: <http://www.businessenglishmaterials.com/starbucks.html>

Starbucks is an international coffee and coffeehouse _____. It is the world's best-known brand of coffee shop and has _____ 20,000 stores in around 50 countries, employing _____ to 150,000 people. It was _____ in Seattle, Washington in 1971 by English teacher Jerry Baldwin, history teacher Zev Siegl, and writer Gordon Bowker. Its website says little has changed _____ then: "Every day, we go to work hoping to do two things: _____ great coffee with our friends and help make the world a little better. It was _____ when the first Starbucks opened in 1971, and it's just as true today." Starbucks is famous for its _____ of coffees and pastries, its comfortable and well-furnished shops and its _____ -trade coffee. Trained Starbucks staff are called Coffee Masters, while staff in _____ are known as baristas.

formed

range

close

training

chain

true

since

almost

free

share





PROJECT STARBUCKS

From: <http://www.businessenglishmaterials.com/starbucks.html>

Part 1. Your mission is to increase the profits and sales of Starbucks. Complete this table with your project partner(s):

Main products			
How to improve them			
A brand new 'killer' product			
How Starbucks is better than the competition			
How to beat the competition			

Part 2. Change partners and look at their project. Suggest improvements. Ask for advice on your project:

Part 3. Make a presentation on your project. Give it to the class. Vote the best projects.





STARBUCKS – ROLE PLAY 1

From: <http://www.businessenglishmaterials.com/starbucks.html>

Role A – Starbucks CEO

You believe your company is the best in the world. It pays its workers very well and working conditions are great. Your company is very green – it cares about the environment. You think your levels of customer service are great. Disagree with person B, C and D.

Role B – Starbucks worker

You think it's a bad company to work for. You're very unhappy with pay, raises and bonuses. You are very unhappy with the working environment. You don't like the company's policy on the environment. You keep hearing profits are more important than customers. Disagree with A and C. Tell D the truth.

Role C – Starbucks customer

You are a customer of Starbucks. You used to think it was great, but not now. Its workers are always very rude. No one ever answers the phone. You are shocked about its policy on the environment. You think all staff should get less pay. You disagree with person A and B. Tell D the truth.

Role D – A journalist

You keep hearing bad things about Starbucks. You want to tell the world in your newspaper. You heard the CEO gets a huge bonus every year. You found a company memo saying profits are more important than the environment. You want to know why so many staff are ill. Find the truth.





STARBUCKS – ROLE PLAY 2

From: <http://www.businessenglishmaterials.com/starbucks.html>

Role A – Starbucks New Products Director

You have created a new product for Starbucks. You believe the new product will be the company's best ever. It will be a bestseller. There are people who do not agree with you. You need B, C and D on your side. Tell them why this is a product that will bring great things to Starbucks.

Role B – Starbucks Marketing Director

You think the company's new product is a really bad idea. It will give your company a really bad name. You think the New Products Director is trying to destroy the company. Try to get him/her to understand there's no way the new product will sell. Try to get person C and D on your side.

Role C – Starbucks Market Researcher

You have interviewed thousands of people about the new product. They don't like it or hate it. You think it will be successful if they make many changes. Tell the New Products Director he/she needs to change the product. You neither like nor trust person B. Disagree with him/her.

Role D – Starbucks Shareholder

You know a lot about Starbucks' new product. You are worried it will not sell and share prices will go down. You think A is crazy and must find a new job. You agree with everything B says. You don't agree with C. The new product should not go on the market.





JOB INTERVIEW ROLE PLAY

INTERVIEWER (Write the questions you want to ask the candidate.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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JOB INTERVIEW ROLE PLAY

INTERVIEWEE (Write questions you want to ask the interviewer.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____





DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____





STARBUCKS SURVEY

From: <http://www.businessenglishmaterials.com/starbucks.html>

Write five GOOD questions about Starbucks in the table. Do this in pairs. Each student must write the questions on his / her own paper.

When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.





WRITING 2 – LETTER OF COMPLAINT

From: <http://www.businessenglishmaterials.com/starbucks.html>

Write a letter to Starbucks. Complain about one of its products. Ask for a refund. Show your partner your paper. Correct each other's work.





WRITING 3 – LETTER OF APOLOGY

From: <http://www.businessenglishmaterials.com/starbucks.html>

Write a letter of apology to the customer. Explain why you cannot give a refund. Show your partner your letter. Correct each other's work.





HOMework

- 1. VOCABULARY EXTENSION:** Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.
- 2. INTERNET INFO:** Search the Internet and find more information about Starbucks. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about Starbucks. What have they done recently? What are their plans? Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.
- 4. STARBUCKS POSTER** Make a poster about Starbucks. Make sure you sell the company to the public. Show it to your classmates in the next lesson. Give each other feedback on your posters.
- 5. MY STARBUCKS LESSON:** Make your own English lesson on Starbucks. Make sure there is a good mix of things to do. Find some good online activities. Teach the class / another group when you have finished.
- 6. ONLINE SHARING:** Use your blog, wiki, Facebook page, MySpace page, Twitter stream, Del-icio-us / StumbleUpon account, or any other social media tool to get opinions on Starbucks. Share your findings with the class.

