

**PROJECT: *Starbucks Coffee Supply Chain***

**Course:** Supply Chain I

**Objective(s):**

* Student will research and describe the components of supply chain planning
* Student will create a diagram depicting the network for Starbucks coffee, labeling all the nodes and links
* Student will create an infographic explaining the diagram and describing Starbucks Coffee supply chain and distribution network

**TN CTE State Standards: Logistics and Transportation**

**Logistics & Transportation #3:**

While variations exist from organization to organization, the following functions are often included under the logistics umbrella. Synthesize info from textbook(s), print, and online industry sources to describe each. Create a graphic illustrating how they interact with one another and write an accompanying explanatory narrative that indicates how each of the following affects product costs and profitability: a) transportation, b) warehouse and storage, c) intermodal freight transport, d) materials handling, e) inventory control, f) order fulfillment, g) inventory forecasting, h) production planning/scheduling, i) customer service, j) facility location, k) return goods handling, l) parts and service support, and m) salvage and scrap disposal.

**Suggested Sources:**

*Supply Chain Planning* - <https://www.industryweek.com/planning-amp-forecasting/supply-chain-basics-utilizing-planning-process-optimize-business-performanc>

*Starbucks Company Information* - <https://www.starbucks.com/about-us/company-information> and <https://www.starbucks.com/business/suppliers>

*Behind the Scenes at Starbucks Supply Chain Operations* - <https://www.supplychain247.com/article/behind_the_scenes_at_starbucks_supply_chain_operations>

**PROJECT REQUIREMENTS:**

**Part I** – Read the article ***From bean to cup: How Starbucks transformed its supply chain*** (bkavass.weebly.com)

**Part II –** Supply Chain Planning (**Worth 33 points)**

* Research the elements of supply chain planning – describe the components of each element and provide an example of how that specific component applies to Starbucks’ business

**Part III** – Supply Chain Diagram (**Worth 33 points)**

* Create a diagram depicting the network for Starbucks coffee, labeling all the nodes and links

**Part IV** – Infographic **(Worth 33 points)**

* Create an infographic explaining the diagram and describing Starbucks Coffee supply chain and distribution network (HINT: Use Google to research examples)