

The future of Starbucks

Level

Intermediate and above

Tasks

Ranking factors when deciding which coffee house to go to
 Completing the missing dates and figures in a time line
 Reading an article about Starbucks
 Deciding if words from the article are nouns, verbs or both
 Discussing questions arising from the article

How to use the lesson

- 1 Ask students if they ever go to Starbucks. If not, which coffee house do they prefer? Hand out the worksheet. Ask students to rank the factors and then compare and discuss their answers with a partner. Elicit some of the students' answers.
- 2 Ask students to study the time line and then scan paragraph one of the article to find the missing information.

Answers

(a) 1971 (b) 1996 (c) 1998 (d) 2002 (e) 2006 (f) 600

- 3 Students read the article. Ask them to summarise the way that Starbucks has developed, and the threats to the company. You may wish to look at useful vocabulary, such as: *subliminal message / conscience / outlet / underperforming / 'feel the pinch'*.
- 4 Ask students to decide if the words are nouns, verbs or both.

Answers

Nouns: *domination / outlet / expansion / quality / reflection / loyalty*

Verbs: *announce / grow / employ / promote / compete /*

Both: *bid / brand / reward / plan / issue / price / launch*

- 5 Divide the class into small groups to discuss the questions. Students report back on their answers to the whole class. Encourage discussion. Finish the lesson by giving language feedback.

Related websites

Send your students to these websites, or just take a look yourself.

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

<http://news.bbc.co.uk/1/hi/business/7219458.stm>

<http://en.wikipedia.org/wiki/Starbucks>

<http://www.reviewcentre.com/fi4424-brand-Coffee+Shop.html>