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Starbucks' Experience as a Source of Quality Ideas for Belarusian Coffeehouses

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Nowadays more and more coffeehouses are emerging in Belarusian cities and in order to make them more popular with customers and improve the quality of service in them it is a good idea to get inspired by the positive experience of the most successful chain of coffeehouses in the world — Starbucks Company.

Quality ideas of Starbucks Company can be easily turned into an action plan for Belarusian coffeehouses which includes the following steps:

- putting emphasis on personal qualities of prospective employees in job postings;
- calling employees “partners”;
- introducing interesting training programs [1];
- selling own merchandise [2];
- setting suggestion boxes [3].

Despite the fact that the concepts of Belarusian restaurants differ a lot from that of Starbucks, using its ideas may boost the quality of service in local restaurants with the minimum amount of effort, money and time.

Literature

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