

## Research Proposal and Action Plan

### **Research question:**

How can the manager of the Starbucks Cafe on Great Marlborough Street improve the overall performance of her inexperienced staff?

### **The rationale of study:**

To investigate ways the manager can enhance the individual and entire performances of the staff members despite the fact that they are inexperienced. This study will explore what factors influence an employee's performance and how he or she can be motivated to perform exceptionally well for the business. It also allows for the study of how a particular leadership style of a manager can have a massive effect on the performance of the staff members as well as the relationship the manager has with them.

### **Possible sources of Information:**

Primary- interviews, surveys and general observation

Secondary- online databases (keynote and datamonitor), newspapers, websites, books,

### **Areas of the Syllabus to be covered:**

Module 4- Human Resource Management

- ✓ Motivation Theory
- ✓ Leadership and Management

### **Organizations and Individuals to be approached:**

- Starbucks Cafe (Grey Marlborough street)

- Another Starbucks restaurant and/or another coffee shop
- Manager of Starbucks (Mercedes Martinez)
- Customers of the particular Starbucks
- Employees of the particular Starbucks

**Methods to be used to collect and analyse, the reason for choosing them**

- Interview manager- to learn about the short history of the cafe since its launch, how the cafe is run and difficulties often encountered, how she works as a manager and the methods she used/uses to achieve the objectives for the business.
- Interview supervisors- to determine how flexibly the manager is in terms of empowerment
- Questionnaires for employees – to get each person’s personal insight on relationships within the workplace (manager and staff members) their individual performances,
- Keynote and Datamonitor reports- to gain background knowledge of the business as a whole, the market and the competitors

**Anticipated difficulties:**

**Secondary Research**

- Finding information relevant to the focus of the study
- Finding recent and updated information
- Information may be too general
- Source may be unreliable which would affect the validity of the results

**Primary Research**

- Responses from the manager and supervisors for the interview may be biased
- Responses from the interviews may not be factual
- Interviewees may be subject to giving a limited amount of information due to confidentiality
- Short amount of time for interviews

- Customers and employees answering questionnaires may be reluctant to answer truthfully as questions may be too personal
- Successfully getting the time of the customers
- Respondents to questionnaire may be in a hurry or feel uninterested; resulting to false answers
- Sample size may be unreliable

**Action Plan:**

| Time period                                     | Sept  | Oct  |       | Nov  |       | Dec  |       | Jan  |       | Feb  |
|---|-------|------|-------|------|-------|------|-------|------|-------|------|
|   | 22-30 | 3-17 | 21-31 | 4-11 | 11-18 | 2-11 | 16-28 | 7-16 | 22-31 | 3-13 |
| Select company                                  |       |      |       |      |       |      |       |      |       |      |
| Determine topic                                 |       |      |       |      |       |      |       |      |       |      |
| Write research proposal (1 <sup>st</sup> draft) |       |      |       |      |       |      |       |      |       |      |
| Research proposal (2 <sup>nd</sup> draft)       |       |      |       |      |       |      |       |      |       |      |
| Obtain secondary research                       |       |      |       |      |       |      |       |      |       |      |
| Interview with Manager                          |       |      |       |      |       |      |       |      |       |      |
| Interview with supervisors                      |       |      |       |      |       |      |       |      |       |      |
| Create employee & customer questionnaire        |       |      |       |      |       |      |       |      |       |      |
| Distribute questionnaires                       |       |      |       |      |       |      |       |      |       |      |
| Analyze information                             |       |      |       |      |       |      |       |      |       |      |
| Finish report (1 <sup>st</sup> draft)           |       |      |       |      |       |      |       |      |       |      |
| Finish report (Final draft)                     |       |      |       |      |       |      |       |      |       |      |
| Submission                                      |       |      |       |      |       |      |       |      |       |      |