

**TO:** Julia Cibere

**FROM:** Nick Bell

**DATE:** November 5, 2015

**SUBJECT:** Peer Review of Julia Cibere's Formal Report Draft

**Initial Impressions:**

Thank you for asking me to review the first draft of your formal report. At first glance, I am very impressed with the content and organization of your report. The issue that you have chosen to pursue is a very important one and as a Starbucks employee, I believe that you are fully qualified to report on it. However, I feel that you need to address the logistics behind implementing your recommendations because it seems that they will require the action of people who are higher on the Starbucks corporate ladder than Lara Kearney. Overall, you have done a fantastic job on your formal report draft. I have a few minor revisions that I would like to suggest and I will present them under the corresponding headings that you have used in your formal report draft.

**Inclusion of Core Elements:**

You have succeeded in including all of the core elements of a formal report draft except for the two illustrations. Just remember to add these before finalizing your report. Your working title, title page, table of contents, introduction, body, conclusion and recommendations are clearly labelled with proper headings. You have labels for your figures, however, they are attached to a block of text instead of an actual figure. Perhaps you could formulate your survey data into graphs and display these above the appropriate figure labels.

**Introduction:**

- ***Purpose of Study***
  - You have concisely and effectively conveyed the purpose of your study. I think that it is unnecessary for you to state how you are going to conduct your study in this section as you have already outlined this under "Methodology".
- ***Methodology***
  - This section is very well done. You have clearly outlined how you gathered your primary data. You should mention the significance of your secondary data and where you got it from, however.
- ***Scope of Inquiry***
  - You have presented the correct content in this section. You should consider having one of your areas of interest relate directly to your purpose. Something like "How can waste management within Starbucks be improved?" would be effective.
- ***Conclusion***
  - I realize that this is just a draft and you may be planning to do so but this section would be more effective if you provided a short conclusion of your report.

**Data Section:**

You have done a great job of outlining the deficiencies in the current waste management program of Starbucks. I would advise you to consider expanding on the possible ways of improving waste management at Starbucks to add more depth to your report. Implementing a recycling program and cutting down on food waste is a great place to start, however, your report would benefit from exploring other potential waste management improvements.

- ***Current Waste Management & Possible Alterations***

- You have clearly identified that establishing recycling bins is a waste management improvement that you would like to explore. This is great to see as many corporations could improve in this regard. Your solution of simply buying recycling bins seems affordable but I am not sure how actionable this is. I have a few questions that could determine this: Who will buy the recycling bins? Does the store have room for these bins? Who will empty and maintain the bins? Would the Starbucks franchise approve having the bins? How will the bins thrive this time after not being effective last time?
- ***Restricting Food Waste***
  - You have successfully identified and analyzed the problem of wasting food at Starbucks. It is clear that this is a valid issue due to the percentage of food wasted per week at Starbucks being 5% above the goal amount. Your recommendation of collaborating with local food donation centers to solve the problem of food waste is very sensible. This idea seems affordable but I am left questioning how actionable it is. Is Starbucks in Chapter prepared to reach out to these centers? Are you going to reach out to them? Answering these questions in your finalized report would just make your solutions more actionable.
  - Your proposed solution to reducing food waste at Starbucks by predicting the amount of food that will be bought based off of past sales seems very adequate in theory, nevertheless, I worry that it will be too difficult to carry out. Some questions that come to mind about about this plan to restrict food waste include: Will Mr. Liang need approval from upper Starbucks management to put forward a store specific food pull system? Is Mr. Liang prepared to change his food pull system? Who will examine past food sales to determine how much food should be pulled daily? Are past food sales predictive of future food sales?

### **Data Analysis:**

You have effectively organized the results of your data collection. I feel that your report would benefit from tabulating the results of your survey under “Primary Data” rather than “Survey Data”. This will provide the reader with consistency since your secondary data is already listed under the heading “Secondary Data”.

- ***Survey Data***
  - You have a very large sample size of data. This is very commendable as it shows you put a lot of time and effort into collecting your data. The results of your survey have determined that the vast majority of Starbucks customers would support and participate in recycling and food waste programs if they were adopted. This information is encouraging, however, you would need to bring the results of your survey to the attention of your Starbucks management who would need to inform their management in order for action to be taken. You may be planning to do this in your finalized report and in this case just consider what I said a friendly reminder.
- ***Secondary Data***
  - You have acquired some very relevant secondary data but I think it would be best utilized as support for the need to pursue the areas of inquiry in your “Scope of Inquiry” section than as a section of its own.

### **Conclusion:**

Your conclusion is very well done. You concisely stated the findings of your study and refrained from introducing any new information. This is exactly how our class textbook says to write conclusions. I feel that I should repeat something that I said in your “Data Section”, however. It would be a good idea to provide ways in which you plan to take action on the problems that you so effectively identified.

### **Limitations of Study:**

You have done a very good job of separating the limitations of your actual study from the limitations of potential recommendations/solutions to your identified problem. This is often hard to do. Well done.

### **Recommendations:**

The recommendations that you have made align directly with the problems of waste management at the Starbucks in Metrotown. I would suggest that as you move towards your finalized report and determine how your recommendations can be carried out that you revise your recommendations to include this information. For example, instead of saying “Striving to collaborate with food donation centers in order to reduce the amount of leftover, non-perishable food items being discarded at the end of night” you could recommend something like: “Reduce the amount of leftover, non-perishable food items being discarded by...”. You could then state how one could take action on this recommendation.

### **Works Cited:**

You should consider finding a few more secondary sources to support the main points your report. Also, remember to list your cited works in alphabetical order.

### **Summary of Suggested Content Revisions:**

- Determine (or state if you already have) how your recommendations can be implemented
- Include at least two illustrations in your report
- Consider removing the description of how you will conduct your report from your “Purpose of Study” section since it is included in your “Methodology” section
- Elaborate on the significance of your secondary data in your “Methodology” section.
- Alter one of your areas of inquiry to align with the purpose of your study.
- Provide a short conclusion of your report in the initial “Conclusion” section.
- Think about the questions that I have proposed in your “Data” section on how to make adding recycling bins and restricting food waste at Starbucks, Metrotown more actionable to those reading your report.
- Consider adding more ways that waste management could be improved at Starbucks to your report to enhance its depth.

### **Writing Style/Grammar/Punctuation:**

You have done an excellent job of constructing your report in a way that is easily readable. Your grammar and punctuation are also very well done. I have a few minor changes that I would like to suggest, however:

- List your areas of inquiry numerically for clarity. Here is an example:
  - Here are the five major areas of interest of my report:
  - 1. What are the current waste management practices at Starbucks in Chapters?
  - 2. How can food waste be reduced at this Starbucks?3. What can this Starbucks do with left over food?4. Are customers satisfied with current waste management options?5. Will customers support changes in waste management?
- Change “Improving Waste Management at Starbucks in Chapters, Metrotown” to something like “Improving the Waste Management Techniques of the Metrotown Starbucks” to make it more pleasant to read.
- Remove the “As you know,” from the first sentence of your “Introduction” because I don’t think you should assume that your reader knows that Starbucks is rapidly growing.
- Change “Starbucks is a rapidly growing company, and as this expansion occurs, the volume of waste produced each year is also increasing.” to “Starbucks is a rapidly growing company and as this expansion occurs, the volume of waste produced each year increases.”. This makes this

sentence more concise and easier to read.

- The word “attitude” doesn’t seem to gel with what you are trying to say in your “Purpose of Study” section. Consider changing it to “support”.
- The opening sentence of your “Methodology” section should read “An interview with Clark Liang, store manager of Starbucks in Chapters, Metrotown was conducted...” rather than “An interview with store manager Clark Liang, of Starbucks in Chapters, Metrotown was conducted...”.
- Change “A total of 6 questions were asked, ranging in topics such as...” to “A total of 6 questions were asked on topics such as...”
- In your “Data Section” under “Current Waste Management Practices and Possible Alterations” you should refer to your place of work as “the Starbucks in Metrotown” instead of “this Starbucks”.
- Say “Starbucks in Chapters, Metrotown” rather than “the company” throughout your report.
- Remove the word “improper” from the last sentence of your “Current Waste Management Practices and Possible Alterations” section.
- Remove “As you are aware” from your “Restricting Food Waste” section because I don’t think the reader has been made aware of the current food waste goals.
- Remove the second comma from the sentence “As per the company’s policy, this food is not allowed to be sent to donation centers, or taken home” in your “Restricting Food Waste” section.
- Remove the word “is” from the first sentence of your “Data Analysis” section.
- Change the word “implementing” to “implementation” under the heading “Are customers interested in more recycling options at Starbucks?”.
- Add “with current options for discarding waste” to the end of the second sentence of your “Are customers satisfied with current options for discarding waste?” section.
- Change “expressed willingness” to “expressed a willingness” under the heading “Would customers use recycling bins if they were available?”.
- Under your “Secondary Data” section, change “...Starbucks has aimed to achieve having recycling...” to “Starbucks has aimed to have recycling...”.
- Remove any unnecessary commas throughout your report.
- Change “Monetary costs of implementing recycling bins in Starbucks, Chapters would be relative to the cost of simply purchasing the recycling containers.” to “Monetary costs of implementing recycling bins in Starbucks, Chapters would simply be the cost of purchasing the recycling containers.”
- Add “in this study” after the word “limitations” in your “Limitations of Study” section.
- Add “in Starbucks at Metrotown” after the word “improved” in your “Recommendations” section.
- Change “striving”, “studying”, “implementing”, “working” and “designing” to “strive”, “study”, “implement”, “work” and “design” in your “Recommendations” section.

### **Final Impressions:**

Overall, your formal report draft is very well done. You have chosen a topic that is very important for large businesses like Starbucks who can easily prosper without focusing on waste management. I hope that with the help of my content and writing style critiques your report will have a long lasting effect on the Starbucks in Chapters, Metrotown. I very much look forward to reading your finalized formal report. Please contact me at [nickbell23@hotmail.com](mailto:nickbell23@hotmail.com) if any parts of my review need clarification.

