**Another Starbucks Refused to Let a Black Customer Use the Bathroom**

If the problem is only at a company's lower level is a fast road to failure.

Two black men found themselves arrested at a Philadelphia Starbucks while waiting for a real estate developer to discuss business. The resulting uproar resulted in some terrible crisis management and then finally, an apology from the CEO and plans to close 8,000 stores for racial-bias training (Sherman, 2018).

The CEO of star bucks should have been taken precautions on racial-bias training. Starbucks should have fired the employee; in my opinion, it wasn’t any mistake. The employee is very welled aware right from wrong, and the consequence of racially biased training was one good consequence but not enough from what the men endured. There is no excuse or room for racism in customer service. Another disciplinary act should have happened for now on since the men were humiliated and arrested for apparently being a black man is something training can’t change. Starbucks should have set an example with firing the employee to warn future and current employees that racism not tolerated, nor would it be allowed.

Who: Starbucks

What: Starbucks struggling with the accusation of racism from coast to coast.

Where: Philadelphia

When: April 18, 2018

Why: The men were denied using the store’s bathroom because they weren’t paying customers.

Sherman, E. (2018, April 18). Another Starbucks Refused to Let a Black Customer Use the Bathroom. Retrieved from <https://www.inc.com/erik-sherman/another-starbucks-racism-video-training-will-be-harder-than-management-expected.html>