# Unit 1 Assignment - Written Case Analysis on ﻿﻿﻿﻿Mission and Vision

# Amon-Ra

# Herzing University

BU 690 Business Integration & Strategic Planning

**General Company Description**

Mystic Monk Coffee is a specialty coffee company focusing in producing gourmet coffee to service an online community. It is the business venture of the Monks of the Most Blessed Virgin Mary of Mount Carmel. The coffee product line is manufactured using high-quality World Fair Trade Organization (WFTO) Arabica and World Fair Trade Organization (WFTO) organic Arabica beans. The Carmelite Monks are religious group of Roman Catholics that reside in the Rocky Mountain area of Clark, Wyoming.

The monastery in located near Yellowstone National Park. The business was created to provide financial support to the monastery. Since the launching of their coffee products, Mystic Monk Coffee has evolved from hand cast-iron skillet coffee roasting to a more sophisticated coffee roasting and production company. Starting from the humble beginnings of coffee, their product line has expanded to include tea, chocolate drink mix, accessories and equipment including coffee and tea filters, mugs, grinders, and coffee machines.

**Mission Statement**

“In a mountain valley in Wyoming, a small group of Carmelite Monks were looking for a way to support their growing community. After much discernment and prayer, the monks had the inspiration to start roasting coffee and selling the beans online.” ("Buy Coffee Beans Online: Delicious Flavors", n.d.)

**Vision Statement**

To achieve the “vision of creating a new Mount Carmel in the Rocky Mountains, transforming the small brotherhood of 13 monks living in a small home used as makeshift rectory into a 500-acre monastery that would include accommodations for 30 monks, a Gothic church, a convent for Carmelite nuns, a retreat center for lay visitors, and a hermitage.” ("Buy Coffee Beans Online: Delicious Flavors", n.d.)

The company’s mission and vision is one of a religious nature, seeking to raise capital for religious operations and expand their capacity. In being so, the company’s target market is the United States Catholic population. Their appeal to this segment of coffee consumers appeals to their religious sensitivities or sense of religious obligation. The vision of the company inspires the target market to assist in creating an environment conducive to a life of religious devotion, a life that can often be challenging to adhere to under normal societal circumstances.

**Company Values**

Values that are core to the business are its religious values. The company is the business arm of an order of Catholic church monks modeled after 12th century hermits living at Mount Carmel in Israel. The 12th century Carmelite order strived to live a life of solitude and prayer. Located in Clark, Wyoming, the monastery can presently accommodate 13 monks. The vision is to have the capacity to accommodate 30 monks.

Non-core values of the business are its indirect benefits of obtaining coffee beans from World Fair Trade Organizations.

1. Mystic Monk Coffee uses high quality shade-grown Arabica beans or organically grown coffee beans.
2. These shade-grown/organic coffee beans are fair trade products. Fair trade goods are purchased from coffee farm that are members of the World Fair Trade Organization (WFTO) cooperative. Fair Trade Organizations adhere to the following social and business practices:
3. Put people and planet before profit
4. Provide fair pricing to growers
5. Fight against poverty
6. Fight against gender inequality
7. Fight against injustice
8. Fight against change

References:

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