# Unit 2 Assignment - Research Assignment: Mission and Vision

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# Herzing University

BU 690 Business Integration & Strategic Planning

**Starbucks: General Company Description**

March 31, 1971 Starbucks began its venture into the industry as a coffee roaster and supplier of retail spices, tea and coffee. Its first store opened its doors in the public farmer’s market of the Pike Place Market area in Seattle, Washington. The company is committed to serving the coffee of the highest quality. This is accomplished through direct sourcing thereby Starbucks coffee buyers travel to coffee farms throughout the globe to inspect and purchase the best coffee beans from growers. From raw green coffee beans, Starbuck roasters apply their technique to unlock finest favor. Starbuck’s product line includes single-origin coffee, over 30 coffee blends, merchandise, fresh food, ready-to-drink coffee and tea, bottled juices and water, packaged tea, whole bean and ground coffee, handcrafted beverages.

Today Starbuck has 30,000 store locations with the 30,000th location being opened in Shenzhen, China on March 18, 2019.

Starbucks offers a range of exceptional products that customers enjoy in the stores and at home.

**Mission Statement**

“To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.” ("Mission Statement", n.d.)

Starbuck’s mission statement speaks to its place in the community to bring individuals together in a warm way. Starbuck coffee shops are a place to congregate, to meet with friends and colleagues with a warm cup of coffee and enjoy the genuine warmth of human interaction. Student study sessions, small business meetings, a place read, first date meetups, or somewhere to sit and enjoy a beverage, Starbucks fosters an environment where all those activities can take place with sofas, chairs, table, counters and outdoor spaces open to everyone.

**Vision Statement**

“To establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles while we grow.” (Davis, 2018)

Starbucks long-term goal is to remain in tune with its values while moving the company toward providing the finest coffee in the world. The vision statement speaks to the company’s values taking precedence over profits and for the sake profits, the company’s principles will not be compromised.

**Core Company Values**

1. **Coffee**

Offer the finest coffees in the world using ethical sourcing practices. Starbucks began visiting the sources of their coffee purchases throughout the world. Starbucks understood that the future of their vision was linked to the futures of the coffee farmers. Starbucks can only purchase what is available. If the farmers produce less than quality coffee, Starbucks supply will be limited to the quality that is available. Starbucks has partnered with coffee farmers to discover and implement sustainable methods to produce quality that are ethical in regards to the people and the environment.

1. **Customers**

Starbuck locations are design to be a neighborhood place for customers to gather and socialize and enjoy quality service, in a warm and welcoming environment and with an excellent beverage. The company holds itself accountable to the delivering the very best results with dignity and respect.

**Non-Core Company Values**

The company’s non-core values focus on employees, community, and environment.

1. **Employees**

Starbucks considers their employees to be partners in their company. The company understands that their connection to customers is via their employees. Customer experience is directly the result of interaction with employees. Employees happiness will be transfer to customers experience. Starbucks treat their employees with respect and dignity. Health-care, company equity and college tuition is available.

1. **Community**

The company has an initiative that positively impact the community and seeks to provide employment hire veterans, military spouses, refugees, youth work programs and those formerly incarcerated persons. In the fight against hunger, Starbucks sponsors food donation program.

1. **Environment**

The company has a green approach to reducing environmental impact of cups, straws and lids. This approach includes lightweight, recyclable strawless lids; recycle programs, reusable cups, and implementation of the hot sleeve to avoid using extra cups as a hot barrier.

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