

# Starbucks essay

[Business](#), [Company](#)



Starbucks is one of the most successful and recognized coffee brand in the world. Starbuck's self-perception with regard to mission, vision, and values relates to the public perception of the organization's mission, vision, and values. The mission of Starbucks is "to inspire and nurture the human spirit - one person, one cup and one neighborhood at a time". The Vision of Starbucks is "Establish Starbucks as the premium provider of the finest coffee in the world, while maintain our uncompromising principles while we grow". The self perception of the organization is in collaboration with the public perception because of the fact that it is based on the some important guiding principles that help the customers to measure the suitability and appropriateness of their decision. These guiding principles include provision of a great working environment and treating each other with dignity and respect, embracing diversity as a significant component in order to effectively conduct the business, applying the highest standards in order to promote excellence in order to purchase, roast, and deliver fresh coffee (Ferrell & Fraedrich, 2006).

Additionally, the organization believes on developing the passionate customers, and contributing positively to the environment and communities (Pradhan, 2009). By following all these, the company is satisfying its customers, and its perception successfully relates to the perception of the customers regarding mission vision, and the values of the organization. Furthermore, in order to relate the mission, vision, and values with the customer's perception about the organization, Starbucks has also adopted a strategy of asking the customers to assist them in reviving their product range and line. Furthermore, the company is always conscious about the

quality, and is passionate for sourcing the finest beans of coffee ethically, and ultimately improving the lives of people who drink the coffee as well as of those who grow the coffee beans.

Furthermore, corporate social responsibility, good governance, social responsibility, and the ethical conduct are the major considerations at Starbucks while conducting business (Fontaine, 2013). The company has integrated the corporate social responsibility in a way that it is related well the customer's perception about the mission, vision, and the values of the organization. The company has managed its workforce in a way that it is committed for maintaining the relationships with entire stakeholders; the company considers their feedback and opinion in the issues and problems of mutual significance. The company is performing its corporate social responsibility in a way that it is producing the social, economic, and the environmental benefit for the communities in which it is operating, and for the stakeholders that also include the shareholders. This has also paved the way in building the confidence of the customers in the organization and the organization becomes successful in matching their perception.

Moreover, if the vision statement of the organization is considered then it has talked about inspiring the human spirit and strength. So, by providing taste with the strength and health the company becomes successful in attracting majority of people. The vision is compelling the customers towards the fact that with the coffee they will be able to get strength as well as health, which are the requirement of a customer. A customer wants a product that satisfies his/her needs, and is beneficial for his/her health. The mission as well as the vision of Starbucks is indicative of the fact that they

are not only providing the quality product to the customers but it also cares truly for their people as well as for their environment.

## **References**

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