

# Introduction of making the doughnuts and the taste



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Introduction Krispy Kreme Doughnuts was the dream of a great entrepreneur, Vernon Carver Rudolph. Although, Mr. Rudolph did not invent the doughnut, he definitely improved the process of making the doughnuts and the taste of the doughnuts, with his secret recipe for yeast-raised doughnuts. There are many values, within, this organization that are passed onto employees, and then to customers. The company's shared values include: integrity, authenticity, passion, learning, sharing, and positive expectations. Krispy Kreme is business to produce a top-notch doughnut and share it with the world.

Their commitment to being an ethical and social responsible company shows in all they do. Krispy Kreme helped to raise some \$43 million for various charities and social causes in their last fiscal year. They do not only say they are socially responsible, they prove they are in their day-to-day operations. I plan to address many issues affecting Krispy Kreme in this case study. For instance, this case study will include discussion of; the growth strategy of the company, identifying ways in which the company can effectively expand using e-commerce, identifying the company's competitors and discussion of their competitive advantages and disadvantages, how the company uses its production processes to enhance customer relations, and predictions for company's growth and continued success in the future. Case

Discussion Krispy Kreme's mission is easy, to create magic moments for its customers. Krispy Kreme believes that it is vital to their success that they provide quality in every single doughnut they produce. The company's production process ensures that quality.

Krispy Kreme does purchase their ingredients in bulk from the company but the doughnuts, themselves, are made fresh daily, on site. The doughnut making apparatus is, usually located, right in the middle of the store, so the customers can stop by and watch the quality of their doughnut making process first hand. The Krispy Kreme company has recently added a “ Hot Doughnut Machine” that fits in smaller places, than their traditional doughnut making apparatus. This enables them to place these “ Hot Doughnut Machine” in locations, such as, airports and shopping malls. This allows consumers to be able to have a quality Krispy Kreme doughnut on the go.

Krispy Kreme currently employs about 5, 000 people. They fill positions ranging from retail managers to district/regional managers, supervisory positions, and production positions. Krispy Kreme offers a very thorough management program. The company feels the best way to motivate employees is to create an environment in which each employee feels valued, is respected, understands his or her job and expectations, is well trained, and has the opportunity for advancement. All persons in management positions, at Krispy Kreme, take a comprehensive management course, Management 101. This class entails two weeks of classroom training combined with 12 weeks of on-the-job training, at one of the certified training stores.

Krispy Kreme is willing to invest time and money into their employees to guarantee that they have a quality employee helping to produce and run a quality company.