

Just us cafe strategic analysis essay sample

[Economics](#), [Trade](#)



Just Us (JU) begins to operate in March 7 1996 . Just Us! Is more than brand, it's an ideology. It is a fair trade coffee cooperative, wholesaler and retailer. Overall situation is beneficial, but they face some issues concerning cafe's. Jeff and Debra faced some difficulties in foundation period but they find solutions for all. Problems Solutions

Lack of money to purchase house and equipment. Lack of member investments only 2500\$. Put mortgage on own house, secure loan from local bank. Lack of experience in coffee industry and management of a coffee-roaster plant and shop Debra took business class in university. Jeff trained to become " Roast master"

The initial business structured in this way: Debra as CEO and Jeff as " Roast master" also development manager. The vision of Just Us is " to be a leading Fair Trade business that builds on quality, professionalism and innovation for the benefit all our stakeholders". The mission:

* To be a viable, progressive and leading Fair Trade business which serves as a model for workers (community) ownership and social and environmental responsibilities. * To serve customers by giving them the best available value, service and information. * To serve the Fair trade producers by developing personal and long term relationships that would adhere to the basic principles of Fair Trade, but more than that, world strive to help the indigenous communities overcome the poverty. * To develop relationship among our co-op members, employees, business associates and the border community based on honesty and respect and to maintain an ongoing commitment to education, innovation and collaboration.

Since foundation co-operative experienced healthy growth and in 2009 it was well known in Nova Scotia, with 69 employees and 9 in management team. Just Us! Activities since opening

JU experienced healthy growth

Created jobs in the community and invested in environmental-friendly actions. Built strong customer loyalty and interest in their product, activities and philosophies. Product line growth: coffee, tea, Sugar and chocolate.

Renovate location: Grand Pre, Nova Scotia

Environmental friendly facilities coffee shop, gift shop museum with multimedia room and solar panel.

Canadian Fair trade market

Fair trade meaning - Fair trade is an alternative approach to conventional international trade that seeks greater equity. Producers, traders, buyers and consumers work together to form a trading partnership that provides more equitable and sustainable form of exchange. The Alternative Trade Organizations (ATOs) buy directly from Third World producers, bypassing the middlemen. To become a fair trade certified, an importer must meet stringent international criteria. This includes paying a minimum guaranteed price directly to producer cooperatives and providing much needed credit along with technical assistance.

Organizations such as Fair Trade Organizations International (FLO) and TransitFair have been instrumental in promoting fair trade. In 2008 Canada imported fair trade certified products from 59 countries. Fair trade product

offerings include coffee, cotton, fresh fruit, rice, honey, cocoa and Cocoa products also many composite products. Customer interest in such products allowed them to break a niche like ethical fashion. Canadian costumers contribute significantly in success of faire trade products. Threats of fair trade changes in commodity market resulted in record high prices of food and oil these make green costumers towards local food which was not transported form distance regions.

Ethical Costumers

Fair trade products are not widely popular yet, but it can be calculated as attractive submarket of costumers with specific needs. The ethical Costumers are typically young, educated and willing to pay premium price for those products. The research shows that more costumers will prefer ethical products if they will be well communicated, and the internet has been the great tool for that. Company background

Founders of Just Us! Jeff and Debra Moor.

Jeff secured business relationship with coffee small-scale producers in Oaxaca, Mexico and his first fair trade coffee shipment to Nova Scotia was done. He becomes the first fair trade coffee importer in Canada.

The name of Just US Company comes up from the word justice to show the idea of co-op " People and planet before profit" The vision of Just Us " to be a leading Fair Trade business that builds on quality, professionalism and innovation for the benefit all our stakeholders" The mission

1. To be a viable, progressive and leading Fair Trade business which serves as a model for workers (community) ownership and social and environmental responsibilities. 2. To serve customers by giving them the best available value, service and information. 3. To serve the Fair trade producers by developing personal and long term relationships that would adhere to the basic principles of Fair Trade, but more than that, would strive to help the indigenous communities overcome the poverty. 4. To develop relationship among our co-op members, employees, business associates and the border community based on honesty and respect and to maintain an ongoing commitment to education, innovation and collaboration.

Problems in foundation period

Problems Solutions

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Foundation period structure

Debra -CEO

Jeff - " Roast master" also development manager

Business structure in 2009. 69 employees and 9 management team see structure in exhibit 2

Since inception

JU experienced healthy growth

Created jobs in the community and invested in environmental-friendly

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actions Built strong customer loyalty and interest in their product, activities and philosophies Product line growth : coffee, tea, Sugar and chocolate

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