

Mission and vision paper

Business



Mission and Vision Paper: Caribou Coffee Company, Inc. Caribou Coffee Company, Inc. Mission and Vision ment Caribou Coffee Company, Inc. was reported to have originated from the owners' journey to Sable Mountain in 1990. As disclosed from its official website, " the breathtaking panoramic view became the entrepreneurial vision for Caribou Coffee - a company that believes excellence is a product of hard work, and that life is too short for anything else" (Caribou Coffee Company, Inc., 2012). Likewise, the organization's philosophy was to " talk aspirations, experiences and values... core values keep us grounded and ensure were able to realize our aspirations and deliver extraordinary experiences each and every day" (Caribou Coffee Company, Inc.: Our Culture, 2012, par. 2). As such, the company does not have an explicitly declared mission and vision statement. In this regard, the new mission and vision statements for Caribou Coffee Company, Inc. pursuant to concepts in strategic management are as follows:

1. Vision StatementThe vision statement answers " what do we want to become?" (Strategic Management, n. d., p. 4). Despite not being explicitly stated, Caribou indicated that " We aspire to be The Community Place I Love and were committed to sharing an Extraordinary Experience that Feeds the Soul" (Caribou Coffee Company, Inc., 2012, par. 1). With core values that focus on satisfying various stakeholders (guests, community, team members) with adjectives such as: quality, innovation, connection (for guests); fair, accepting, responsible (for community); and listen, develop, recognize (for team members); and ultimately, fun, passionate, authentic values to be delivered with the company's unique personality, the new vision statement is recommended as: " We aspire to become partners with diverse private or public establishments that offer prime hand-crafted quality grade

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coffee through a warm, conducive, and distinctly memorable experience.” 2. Mission Statement Mission statements were defined to address the question: “ what is our business?” (Strategic Management, n. d., p. 16). In this regard, the new mission statement for Caribou Coffee Company is recommended as follows: The mission of Caribou Coffee Company is to provide a delightful experience to all coffee lovers (customers) who get to relish, not only the high quality of the company’s gourmet coffee products (products), but more so, the exemplary service accorded to various stakeholders: guests, community, and team members. This mission is designed to be achieved through the core values of quality, innovation (technology), connection (for guests); fair, accepting, responsible (for community); and listen, develop, recognize (for team members); and ultimately, fun, passionate, authentic values (philosophy) to be delivered with the company’s unique personality and core competencies (self-concept). The company envisions serving the finest and unforgettable taste and aroma of Caribou Coffee through regularly developing and innovating new and enhanced flavors (concern for survival, growth and development) and in conjunction with licensed partners all over the globe (markets). References Caribou Coffee Company, Inc. (2012). Company Information. Retrieved May 19, 2012, from <http://www.cariboucoffee.com/page/1/company-info.jsp> Caribou Coffee Company, Inc. (2012). Our Culture. Retrieved May 19, 2012, from <http://www.cariboucoffee.com/page/1/bou-culture.jsp> Strategic Management. (n. d.). Retrieved May 19, 2012, from <http://www.scribd.com/doc/33764623/Strategic-management>