

CLC – Vision and Mission Statements Analysis and Company Overview

Overview of Starbucks

In 1971, Starbucks started its journey at Seattle's Pike Place Market selling coffee beans, tea, and spices from around the world (Starbucks, 2023). It was in 1982 when Howard Schultz joined the company. He loved his visits to Italy and the ambiance he felt walking into Italian coffeehouses. Mirroring a similar approach, Schultz brought back that culture to Starbucks and by 1987, the company turned into the coffeehouse many of us know today (Starbucks, 2023). The company grew with new locations in Chicago, Vancouver, Washington D.C., and New York. Japan was the first location across the Pacific that introduced the American coffeehouse. Europe and China were next to follow (Starbucks, 2023). And now, no matter where you are in the world, it is rare to walk more than just a few blocks without being able to purchase Starbucks products.

Starbucks' mission statement is supported by its business model—"to inspire and nurture the human spirit—one person, one cup, and one neighborhood at a time," (Starbucks, 2023). This philosophy is applied not only to their customers but to their employees as well. Those that work at Starbucks' are called partners for important reasons. The company values diversity and welcomes all (Starbucks, 2023). They also take the health and well-being of their partners seriously with added health benefits and tuition reimbursement. This inclusion makes Starbucks one of the most popular companies for people to work for. Expanding beyond the structure of how they care for their partners, Starbucks makes the health of our planet a priority by reducing their carbon footprint and helping where they can to eliminate waste (Starbucks, 2023). Their concern to incorporate ethical standards and practices tied to their growth objectives attracts the customer loyalty many companies starve to earn.

Together, these core values which Starbucks puts into practice make it a popular company among so many customers. Their products, services, and accessibility across the world make it the empire it has turned out to be. Their proven ability to penetrate urban cities and smaller communities is hard to compete with; however, their size and growth pose a concern. Starbucks prides itself on quality and being able to craft beverages promptly. When demand exceeds supply, customer loyalty hangs in balance. It is up to Starbucks' executives and management to ensure every customer receives the same quality product and timely service.

Starbucks' Current Vision and Mission

The current vision at Starbucks' is "To establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining uncompromising principles while we grow." Their mission is "To inspire and nurture the human spirit – one person, one cup, and one neighborhood at a time" (David et al., 2020, p. 582).

Assessment of Current Vision and Mission Statements

Though the current vision and mission statements tend to have worked well for Starbucks thus far, revision of these statements is like renewing commitment to the original purpose or even reintroducing your company to your audience and community. The vision should be a statement that tells potential customers where the company is headed and what accomplishments they have planned. The mission statement is supposed to paint the picture of their "why" that clarifies what kind of company they are, what they do, and whom they are doing it for, but also why they are doing it and what they truly believe in (Silsbee, 2021).

The current vision statement seems to be old news as it is already popularly seen as the finest coffee too so many and has already grown greatly throughout the world. The current

mission statement strongly supports why Starbucks works so hard to create happiness in a cup for its customers, but it needs to be updated to renew that commitment and possibly reach new potential customers. The simplicity of these statements ensures they are concise, which is one of the keys to making a successful vision and mission statement. It is important to express where your company is going, and the current vision seems to show where Starbucks' has already successfully gone. The implementation of a new vision should be an inspiring description of what the desired future of Starbucks' looks like, even if it will never fully be achieved and should be shorter than the mission (Silsbee, 2021).

Strengths and Weaknesses Analysis

Starbucks has great strengths that put them at an advantage of capturing potential opportunities, but also has some weaknesses that put them at a threat risk. Their strengths are their high liquidity position, strong customer connection due to value-added services, and operational network which puts them in a strong strategic position. Looking at weaknesses, Starbucks is dependent on America for the majority of its revenue which increases business risk as it appears expanding the company to so many other Countries before establishing positively one expansion at a time, they depend on American establishments to generate revenue to keep them on top (Starbucks Corporation SWOT Analysis, 2022). Though Starbucks' is currently in the lead within the coffee market, both McDonald's and Dunkin' Donuts are major rivals and McDonald's is the lead outside of the United States (David et al., 2020).

For years, Starbucks' lacked much competition because competitors were unable to match their business model. Though some replicated their espresso beverage menu, like McDonald's and their McCafé product line, none succeeded in developing a business model that

defeated Starbucks' in beverage, store setting, service, and culture. However, recently things flipped with the growth of McDonald's, their all-day breakfast and McCafes, and overseas home-grown start-ups that have matched and exceeded Starbucks' model (Mourdoukoutas, 2021). The current vision reflects that Starbucks aims to be the inventor of coffee beverages and the finest coffees worldwide and to sustain principles without compromising as they continue to grow. However, in this research, it seems that they need to drive to become more adaptable to their environments, and instead of setting up more locations, they need to strive to bring more of an audience worldwide to bring in more revenue from other countries. Focusing on their importance in customer service and bringing joy to their customers while providing them with the best beverages.

Starbucks' Improved Vision and Mission

Mission and vision statements are concise, inspiring statements that convey the direction and values of a company. These statements can effectively clarify the business aims, and they can motivate the corporation to achieve an encouraging vision of the opportunity.

Starbucks' Current Vision Statement

"To be the premier purveyor of the finest coffee in the world while maintaining uncompromising principles as we steadily grow" (David et al., 2020, p. 582).

Starbucks' Proposed Vision Statement.

We strive to serve the highest quality, best-sourced, fresh food and beverage products that our customers can enjoy with their community now and in the coming years.

Starbucks' Current Mission Statement

"Starbucks' mission statement is to inspire and nurture the human spirit – one person, one cup, and one neighborhood at a time." (David et al., 2020, p. 582).

Starbucks' Proposed Mission Statement

Starbucks' mission is to deliver a selection of superior quality, reasonable fresh food and beverage products to our consumers across the globe. We consider consumer fulfillment, both in the community and in nutritional health to be predominant in our continual achievement. Our employees' creativity in serving innovative fresh products enables us to be leaders from now and in the coming years. The deployment of technology is crucial to achieving our operational efficiency goal. Our social and environmental accountability philosophy drives our businesses by highlighting love for our employees, industry, and natural environment.

Qualities and Characteristics

A vision or mission statement targets what the company does and illustrates what the company provides and sells. While establishing a mission statement, the company should exemplify the quality of its customers, specify what they need, and determine the product and service the business delivers to them in a specific geographical area (Engel, 2018).

The mission statement is well-defined when it is broad in range and avoids monetary specifications including any percentages, ratios, and goals. However, it should be succinct and motivating with less than 100 words. Furthermore, the mission statement should classify the value of a firm's goods, expose that the corporation is communally liable, and show that the company is globally accountable. Finally, the mission statement must be reconciliatory, meaning undertaking conflicting opinions among stakeholders and attracting (David et al., 2020).

On the other hand, a vision statement should be clear and define the type of industry the corporation struggles to become. It must also be futurist, succinct, encouraging, and distinctive, meaning it displays the company's competitive advantage (David et al., 2020).

Components and Importance

A vision statement encompasses five attributes or components that refer to how a company is future-oriented, meaning the way the corporation looks or can remain in the future. Then, a vision statement should be inspiring and challenging, that is the image the corporation needs to produce for people including the preferred outcomes. Finally, a vision statement should display motivation, be purpose-driven, and be unique. A mission statement displays nine components aiming at customers, products, or services. Other components target the markets, technology, interest for survival, growth, profits, and philosophy. Finally, a mission statement must display a typical competence, worry about the public image, and most importantly, be aware of workers' concerns (Engel, 2018).

Mission and vision statements take part in three significant roles. First, they reveal the commitment of the corporation to stakeholders. Then, they enlighten strategy improvement, and finally, they create quantifiable goals and objectives, which enable them to evaluate the success of the business's strategy (MacLeod, 2016).

Why the Change in Vision and Mission

The vision and mission statement is proposed to represent an understanding of the history of Starbucks while embracing the need to continue to refine its business model to the tastes of consumers. Starbucks is known for fresh coffee and has achieved massive growth, but as its scope and product offering have grown so too must its responsibility to stakeholders. The new vision statement represents this philosophy. While succinct, Starbucks' previous mission statement lacks the sophistication and complexity needed to guide the next several years. The new mission statement covers Starbucks' commitment to serving fresh and healthy food and beverages while inspiring creativity and passion in its employees. The new mission statement also speaks to the need to serve customers while continuing to invest in technology to maintain

efficient operations. This represents a cohesion of service to all stakeholders and maintains a sense of purpose.

References

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