

Business Studies Summer Task:
Business in focus: Starbucks' mission statement



Key Skills

- Research
- Creative thinking
- Selecting key information
- Analysis
- Evaluation

Your Task:

Our mission: to inspire and nurture the human spirit – one person, one cup and one neighbourhood at a time. Here are the principles of how we live that every day:

Our Coffee
It has always been, and will always be, about quality. We're passionate about ethically sourcing the finest coffee beans, roasting them with great care, and improving the lives of people who grow them.

Our Partners
We're called partners, because it's not just a job, it's our passion. Together, we embrace diversity to create a place where each of us can be ourselves. We always treat each other with respect and dignity. And we hold each other to that standard.

Our Customers
When we are fully engaged, we connect with, laugh with, and uplift the lives of our customers – even if just for a few moments. Of course, it starts with the promise of a perfectly made beverage, but our work goes far beyond that.

Our Stores
When our customers feel this sense of belonging, our stores become a haven, a break from the worries outside, a place where you can meet friends. It's about enjoyment at the speed of life – sometimes slow and savoured, sometimes faster.

Our Neighbourhood
Every store is part of a community, and we take our responsibility to be good neighbours seriously. We want to be invited in wherever we do business. We can be a force for positive action – bringing together our partners, customers, and the community to contribute every day.

Source: Starbucks' website
www.starbucks.co.uk/about-us/business-information/mission-statement

Questions

1. Explain how senior managers at Starbucks could use this information to set objectives for the business.
2. Why do many well-known businesses publicise their mission statements on their websites?

Question 1 is worth 6 marks
Question 2 is worth 16 marks

Your starting point:	https://www.tutor2u.net/business/reference/mission-statements-and-business-objectives https://www.starbucks.co.uk/about-us/company-information/mission-statement Surridge, M. and Gillespie, A. 'AQA A-Level Business 1', Fifth edition (2015)			
How you will be assessed:	6 mark question	Level	The candidate will typically:	Marks
		3	A good response overall that focuses on many of the demands of the question Provides an answer to the question that: demonstrates a good knowledge and understanding of issues in the question demonstrates analysis which is well developed and is applied effectively to the context	5-6 marks
		2	A reasonable response overall that focuses on some of the demands of the question Provides an answer to the question set that: demonstrates a reasonable knowledge and understanding of issues in the question demonstrates analysis which is developed and is applied to the context	3-4 marks
		1	A limited response overall with little focus on the demands of the question Provides an answer to the question set that: demonstrates a limited knowledge and understanding of issues in the question demonstrates analysis with little development and with mainly descriptive application to the context	1-2 mark

16 mark question

Level	The candidate will typically demonstrate	Marks
4	<p>An excellent response overall that is fully focused on the key demands of the question</p> <p>Provides an answer to the question set that:</p> <p>demonstrates a depth and range of knowledge and understanding that is precise and well selected in relation to issues in the question.</p> <p>demonstrates analysis throughout which is well developed, is applied effectively to the context and considers a balanced range of the issues in the question.</p> <p>makes judgements or provides solutions which are built effectively on analysis, show balance and have a clear focus on the question as whole throughout.</p>	13–16 marks
3	<p>A good response overall that focuses on many of the demands of the question</p> <p>Provides an answer to the question set that:</p> <p>demonstrates a depth and range of knowledge and understanding of issues in the question.</p> <p>demonstrates analysis which is well developed, applied effectively to the context and considers a range of issues in the question.</p> <p>makes judgements or provides solutions which are built on analysis, show balance and address the question as a whole.</p>	9–12 marks
2	<p>A reasonable response overall that focuses on some of the demands of the question</p> <p>Provides an answer to the question set that:</p> <p>demonstrates a limited knowledge and understanding of a range of issues in the question or a good knowledge and understanding of relatively few issues in the question.</p> <p>demonstrates analysis which is developed, applied to the context and considers some of the issues in the question.</p> <p>makes judgements or provides solutions which are built on analysis, but lack balance and are not fully focused on the question as a whole.</p>	5–8 marks
1	<p>A limited response overall with little focus on the demands of the question</p> <p>Provides an answer to the question set that:</p> <p>demonstrates a limited range and depth of knowledge and understanding of issues in the question.</p> <p>demonstrates analysis with little development, mainly descriptive application to the context and considers a limited number of issues in the question.</p> <p>makes judgements or proposes solutions which have limited links to analysis or limited focus on the question as a whole.</p>	1–4 marks

Please note plagiarised work will not be assessed