



Mystic Monk Coffee Case Analysis

Mysterious Monk Coffee is a company established by Father Daniel Mary, the Prior of the Carmelite Order of monastics in Clark, Wyoming. The monastics are a group of 13 life in a little place. Coffee gross revenues are used to back up the brotherhood and to finally fix for enlargement of the order. Coffee is produced utilizing high quality just trade Arabica and just trade/organic Arabica beans. There are many popular spirits such as Mystic Chants of Carmel, Cowboy Blend, Royal Rum Pecan, and Mysterious Monk Blend. The company's traditional mark market has been the section of the U. S. Catholic population who drinks java and supports the monastery's mission.

Industry Analysis

The approximative figure of java consumers in the United States is 150 million and 89 per centum of those drinkers prefer to do java at place instead than purchase from franchises. Of the consumers who drink java at place, about 30 per centum prefer premium forte coffees that sell for \$ 7 to \$ 10 per 12-ounce bundle. These javas are made from high quality Arabica beans instead that low quality, bitter Arabica beans. Mysterious Monk Coffee is among the distributors that produces a higher quality merchandise.

Company Mission

The current mission is to bring forth a high quality merchandise that is marketed to the section of the U. S. Catholic population who drink java and wish to back up the monastery's mission. The monastics make their entreaty by inquiring the Catholics to utilize their Catholic java dollar for "Christ and his Catholic church. " This is published on the web site.

Company Objective

Mysterious Monk Coffee has a primary end of transforming the little brotherhood of 13 monastics run alonging in the little place to include adjustments for 30 monastics. There is a belongings in the Rockies with an inquiring monetary value of \$ 8. 9 million. The monastics presently have a contribution of \$ 250. 000 and a program to raise the balance of the finacess. There are presently more than 500 enquiries who want to be considered to go a Wyoming Carmelite and Father Prior Daniel Mary wished to accept a choice few when he is able to spread out.

Company Scheme

The company chiefly uses word of oral cavity as a agency of gross revenues and addition of gross. Gross saless are generated chiefly from on-line orders. Mystic Monk besides offers non-secular web sites committees on gross revenues made to clients directed to the web site. The web site and its affiliates help the company to gain a net net income border mean 11 per centum of gross.

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Strengths

- The monetary value is sensible. The mean premium trade name java is sold for \$ 7 to \$ 10 dollars per 12 ounce bundle. Mysterious Monk Coffee averages \$ 9. 95 per 12 ounce bag and all purchases over \$ 25 qualifies for free transportation.
- The monastics are dedicated to doing the java. Everyone at the company has the s

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