

## **About Nespresso**

The story of *Nespresso* began with a simple but revolutionary idea that enables anyone to create the perfect cup of espresso coffee for themselves. Since 1986, *Nespresso* has redefined and revolutionised the way millions of people enjoy their espresso coffee.

The Nestlé Nespresso Company is categorized as an autonomous globally managed business of the Nestlé Group and one of the fastest growing unit of Nestle. With corporate headquarters in Lausanne, Switzerland, Nespresso is present in more than 50 countries and counts over 7,000 employees worldwide.

### **Integrity, honesty, respect, fair dealing and full compliance with the law**

As part of the Nestlé Group, Nespresso SA is committed to the same business principles and core values as of its parent company that is based on Integrity, honesty; fair dealing and full compliance with all applicable laws govern their operations and form the basis for company culture worldwide.

Nespresso employees are bound by the standards of behaviours established by the parent company Nestlé Corporate Business Principles and the Nestlé Code of Business Conduct. They are also bound to respect local legislation, cultural and religious practices regardless which country they are operating in.

## **Mission Statement**

For Nespresso its mission statement is:

“To be preferred and respected as the leading quality coffee company for portioned coffee and become the icon of perfect coffee worldwide”.

Since Nespresso is part of one of the biggest organizations in the world i.e. Nestle, the stakeholders involved in the company are very concerned about the overall company

performance, all the major information or any other important information is shared/communicated through proper channels. It is very important to define by senior leaders where the organization is heading. In Nespresso two-way safety communication is systematically encouraged, documented, and tracked within PRO-TEC through communication meetings, Associate satisfaction surveys, safety audits, and anonymous e-mail feedback tools offering direct communication to the President and Human Resources Manager.

*As the name implies, stakeholders are those entities who have direct or indirect stake in the company and following are stakeholders of the Nespresso:*



### *Shareholder*

*Shareholders are major stakeholders of this company. Shareholders are the owners of the company as well. They have stake in the company operations and working patterns due to having ownership of the company. In return, they desire bonus on their investments (One world trust 2006).*

### *Employees*

*Employees want to perform well and have stake due to attaining a great level of bonus, increments, job security and future protection as well. The major earning of employees is learning and development by working with a big organization like Nespresso (One world trust 2006).*

### *Consumers*

*Consumers want great quality of products, they also want the product on right price at the right time. These are the most important stakeholders, they are the ones for whom companies plan strategically and work according to their needs and demands.*

### *Business Partners*

*Business partners want long-term working relationship and some significant Nestle Nespresso partners are Rainforest Alliance, NGOs such as techno serve, academic institutions such as INCAE in Costa Rica, development institutions such as the International Finance Corporation, the International Union for the Conservation of Nature (ICUN) (Nespresso 2010).*

Some other important stakeholders of Nespresso are local and national economies with which nestle operates.