Industry selected: NAICS # 311 Food Manufacturing: #311920 Coffee Manufacturing, (U.S. Census Bureau, 2002)

**• What is the major product or service?**

My organization blends, manufactures, packages, and distributes multiple flavors and assortments of commercial coffees for industrial and private consumption. We specialize in proprietary blends of coffee that offer the consumer a superior tasting product, comparable to our leading competitors but at a substantially lower cost to the end user. Through aggressive marketing strategies and tactical procurement measures we have grown our company into an established global network that offers us multiple countries in which to obtain high quality coffee beans (Wang, 2011). We are positioned to continue our gain in the market share in the United States and across the globe as we begin moving our operations into new markets.

**• What are at least three jobs that are fundamental in this industry?**

The key positions that are fundamental for staffing successfully in my industry include:

Skilled Labor – To run a manufacturing facility will require a skilled wage work force that can be trained or already have a multitude of specific skill sets from maintenance tasks to running machinery, quality, lab, and many other such tasks (Prepared Foods, 2012).

Marketing / Sales: In order to promote the business successfully will require staffing a talented marketing team that can reach out to a broad range of consumers and grocers, across all markets through various channels of advertising. To accompany this marketing campaign will require a skilled sales team that can push the products into the grocery stores and negotiate shelf space in order to drive up sales / revenues for the company to sustain profits (Prepared Foods, 2012).

Safety / quality: Food manufacturing for human consumption is tasked with meeting the highest safety and quality standards set by governments and various other agencies tasked with the protection of people who purchase our products. In order to meet these rigorous standards and remain in compliance at all times and also ensure we have a product that is safe for consumption will require hiring safety and quality personnel who are trained in food safety practices. This will be critical to a food plants overall success as these employees will deal with the numerous audits that are conducted annually for compliance (Prepared Foods, 2012).

**\*Why did you select these jobs?**

When evaluating the key tasks associated with successfully running a coffee blending and manufacturing operation that is profitable, these were the positions that seemed to be the most instrumental to the overall business performing at a world class level. A highly skilled wage work force, combined with a sales and marketing team that is motivated and talented, working under the oversight of safety and quality supervision will be the cornerstones of success.

**• What are some of the current issues for this industry?**

Coffee manufacturing is faced with many challenges. Some of these issues are related to the actual beans and the countries that produce them, and many of the other issues are related to competition and market demand along with economic factors.

The major factor that is currently taking a heavy toll on coffee farmers is the drop in prices at the markets due to an increasingly weak economy along with a rise in cheaper imports that are much cheaper to the end consumer. The majority of these coffees are coming out of Vietnam where the production of low quality and low cost coffee has risen by 200% over the past 10 years in response to the increase in demand globally for a cheaper alternative (Greenfield, 2010).

Vietnam utilizes its cheap labor and ability to farm coffee beans year round due to the climate as its competitive advantages. The negative impact of climate, pests, and economic hardships on countries such as Nicaragua, Mexico, and Brazil have made it difficult for many small farmers to continue running their farms. As long as these small farmers are continuing to be forced out of business, Vietnam will continue growing in market share in the coffee industry (Greenfield, 2010).

References:

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