



Small Hands



LDRS 503 Organizational Behavior

Annaliza Santos, Dianne Schlitt, Jyll Stone & Winnie Hung

About Us

“Distributing high-quality coffee with conscience”

- Small Hands Coffee began in 2010 at Azusa, CA
- Small Hands Coffee imports, processes, stores, and provides high quality, full service distribution of coffee to major coffee retailers nationwide.
- Small Hands Coffee buys fair trade coffee which is child labor-free from Guatemala
- Small Hands Coffee is driven by the determination to supply a high-quality and the best coffee bean in town.



Our Mission



To distribute high quality Guatemalan coffee, and to make a positive impact in the lives of children in Guatemala by helping provide economic support for families.

Our Purpose

Small Hands is driven by three passions:

1. To distribute the highest quality coffee of Guatemala to the US market
2. To sustain a competitive and profitable distribution company
3. To create social awareness and provide opportunities for those stuck in child labor in Guatemala

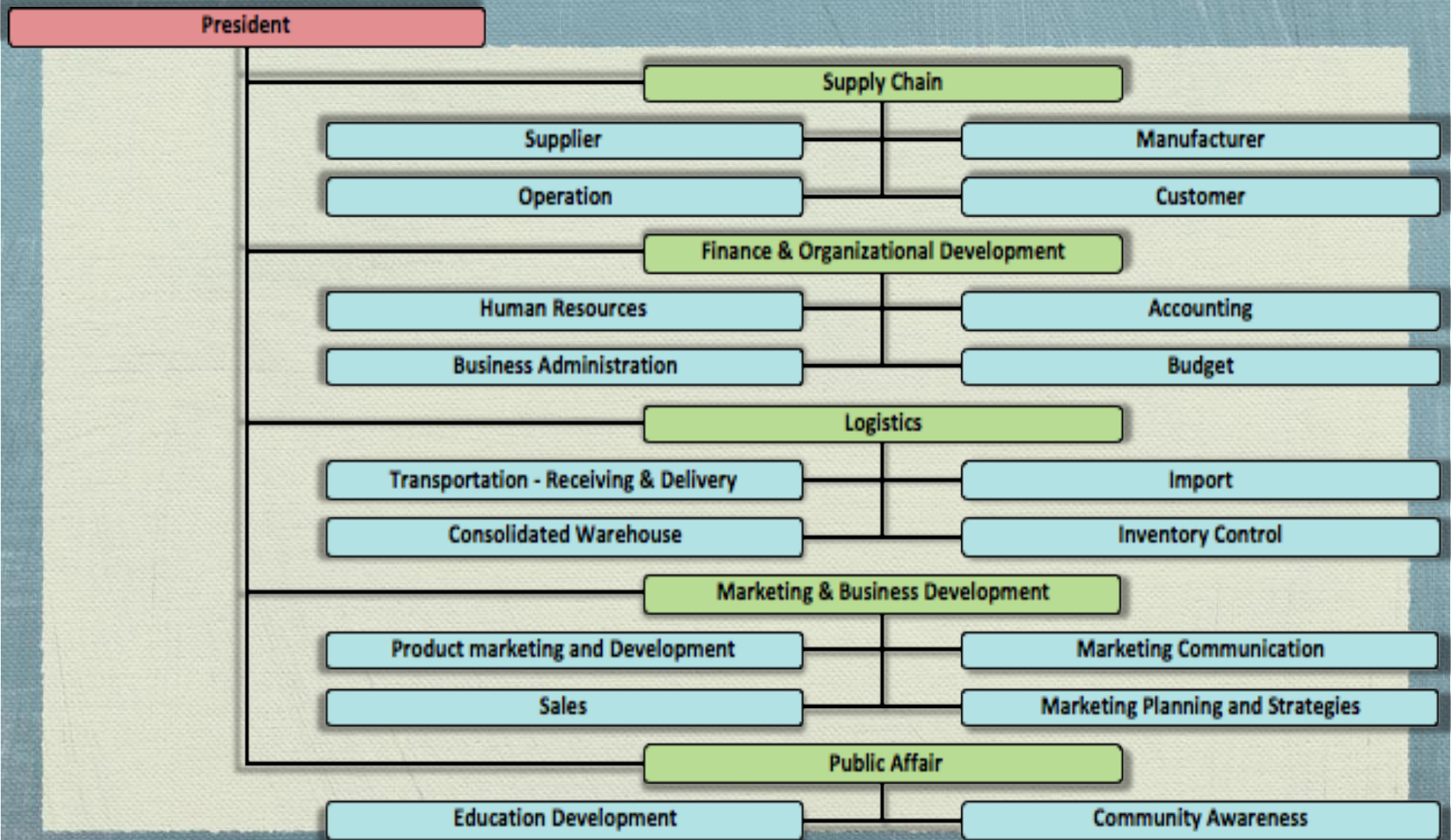


Our Goals

- Maintain the highest product quality of coffee beans
- Maximize our profit to be able to support our mission
- Promote social awareness of child-labor
- Provide support for Guatemalan communities through non-profit partners
- Maintain an organization in which people are our highest value



Our Company Structure



Leadership



“Leadership formation is the shaping of unseen foundations on which our performance will be built and out of which our activities will flow (Mannoia, 1996, p. 81)

“Replacement of self-mindedness with Christ mindedness” In order to be a good leader you have to be a good servant, Jesus was the ultimate servant surrendering His life so we may have life. “Identity flows into activity, and activity is built upon identity. Who we are compels us to action in ministry. We serve God in order to minister to people” (Mannoia, 1996, p. 124).

Our Departments

- Supply Chain
- Finance & Organizational Development
- Logistics
- Marketing and Business Development
- Public Affairs



Supply Chain



RESPONSIBILITIES

- Coordinate with suppliers regarding new resources pertaining to: scheduling, supply continuity, and research into new resources



STRATEGIES

- Reorganize its supply chain organization
- Reduce its cost to serve stores and improve execution
- Lay the foundation for future supply chain capability



Finance & Organizational Development



FINANCE

- Responsible and committed to providing outstanding service and maintaining positive, professional relationships with all constituents
- Honest and ethical business practices
- Provide timely and accurate finance reports
- Maintain financial stability and profitability

ORGANIZATIONAL DEVELOPMENT

- Small Hands is a team of committed employees, empowering one another for customer satisfaction and for the service of our community
- We provide career development and advancement, competitive salary, and benefits for employees
- Behind every great coffee bean is the exceptional Small Hands Team

Logistics

RESPONSIBILITIES

- Coordinate with Supply Chain department and provide strategies to support the operation within the department
- Attracting talented people
- Studying customer behavior and anticipating needs
- Practicing innovation that leads to growth
- Developing an environment that enables them to treat each customer as if he or she were the only one



Marketing & Business Development

RESPONSIBILITIES

- Promote our fresh and healthy Guatemalan coffee, free from child-labor
- Develop more business partners like local coffee shops, churches, & schools

STRATEGIES

- Maintain our website
- Quarterly meeting with the business partners
- Word of mouth, banners, flyers, & public events



Public Affairs



RESPONSIBILITIES

- Assure that resources are being funneled back into the Guatemalan communities.
- Educate our clients and their customers about child-labor issues in Guatemala.

GOALS

- Through our product and our profits heighten awareness and support efforts to improve the lives of the children in Guatemala.

STRATEGIES

- 10% of our profits go to organizations like World Vision and Coffee Kid, who are currently working in Guatemalan communities.
- Our labeling, brochures and marketing strategies include current information about working conditions for children in Guatemala.

A Personal Touch



Rudy's family is one of the hundreds that migrate every year to the South Coast for coffee picking. Big ranches are open to hundreds of poor families that go to the farms from September to April. "We are located in a ranch with around 50 families. We sleep in the floor and cook in the same place," says Juana. "Every family in the community goes there, we earn around US \$3 per day, and we try to save it for the rest of the year,"

Rudy is sponsored by World Vision. His life is different from the other children that are not sponsored, and not only because his family has participated in raising chickens, has an improved stove and received support with education, but also because they are working for their own development and for their community.
(World Vision)

Awareness & Education

- High quality grade coffee production in Guatemala, ranks second in the world and a important commodity to the country.
- Workers are paid no better than sweatshop wages to toil in the coffee fields
- As a result, coffee workers, mainly women, bring their children (as young as 6 years old) to work in the fields with them in order to earn enough wages to sustain their family.
- In order to receive their scant wages, children must meet the same quota as adults of picking one hundred pounds of coffee per day.
- According to ABC affiliate KGO in San Francisco, “We believe that the best way to prevent child labor in the fields is to pay workers a living wage.”




Organizational Culture

“Celebration infused life with passion and purpose. They summon the human spirit”. (Terrence E. Deal and M. K. Key)

- We value people
- We value integrity
- We value relationships
- We value teamwork and collaboration within the organization



Our Story

- Small Hands was established by the desire and driving force to create awareness about child labor in Guatemala
- Small Hands witnessed the severe poverty in Guatemala and saw hundreds of children working under extreme weather conditions
- Small Hands established a partnership with several plantations in Guatemala
- We import coffee beans from Guatemala free of child labor and we support the fair trade law
- We process the best quality coffee bean and distribute the highest grade of coffee nationwide.
- We are  *Small Hands*

Strengths & Weaknesses

STRENGTHS:

- Developed work relationships nationally and internationally
- Quality product where there is supply and demand
- Service oriented approach and work model
- Empower employees and encourage innovative/creative thinking in how we approach distribution & working environments

WEAKNESSES:

- International business
- Working with impoverished workers
- Coffee distribution is a competitive business
- Getting customer “buy in” for selling fair trade coffee



Team Functionality

“There are different kinds of gifts....The body is a unit, though it is made up of many parts...the body is not made up of one part but of many” (1 Corinthians 12:12-14, NIV).

- Diverse background
 - Business, Marketing, Christian Mission, Creative and Artistic
- Consensus decision making
- Shared leadership
- Mutual trust among team members
- Comfortable and creative environment



References

- Dubrin, A. (2007). *Fundamentals of organization behavior* (4th ed.). Mason, OH: South Western Cengage Learning.
- Lopez, E. (2008). Rudy, the pride to be a Mayan. Retrieved from http://www.visionmundial.org/historias_de_vida.php?id_historia=1&id_idioma=2
- Mannoia, Kevin W. *The integrity factor: A journey in leadership formation*. Regent Publishers. Vancouver. 2006.
- Personal Communication, Doctor Paul Kaak (2010).
- Sparkes, L. (2010). Guatemala: Cultural Paradise...or child slave Labor Haven? Retrieved from http://ihscslnews.org/view_article.php?id=302



Small Hands

