

OUR TARGET PICTURE:

CUSTOMER

**WHEN WE ARE A SYSTEM SOLUTION PARTNER, IN WHICH BEHAVIOR DOES THE CUSTOMER RECOGNIZE IT?**

- *MPCS lives their heritage of coffee and coffee preparation.*
- *MPCS is the ideal professional partner for coffee preparation with knowledgeable staff who offer best fitting solutions.*
- *MPCS offers expert advice and best practice that assists in satisfying the highest demands.*
- *MPCS is a consultative partner who listens to my needs and understands the requirements before offering solutions.*
- *MPCS provides total solutions where I can source all products and services.*
- *MPCS anticipates advances in trends and offers fresh ideas to help satisfy my business goals.*

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OUR TARGET PICTURE:

COOPERATION

**HOW DO WE WORK TOGETHER SUCCESSFULLY?**

- *We work together as one team sharing our best practices and expertise to provide professional coffee solutions to our customers.*
- *We communicate openly, with trust and with transparency and inspire each other.*
- *We are proactive, open minded and learn from failures and opportunities.*
- *We act in an entrepreneurial way, and everyone is clear about their contribution and responsibility.*
- *We act globally as one MPCS sharing a common consultative approach.*

OUR MANIFESTO

OUR TARGET PICTURE:

THINKING

**WHAT DO WE THINK OF OURSELVES AS SYSTEM SOLUTION PARTNER?**

- *Whatever we do, we do with passion & love for the quality in every cup.*
- *Our biggest strength is that, as Melitta, we have all capabilities in our own hands.*
- *We are our customer's preferred partner for what their coffee business requires.*
- *We are experts in delivering coffee solutions with reliability, flexibility & competence.*
- *We create solutions & relationships which lead to sustainable & profitable solutions for customers and grow their trust in us.*

Melitta®  
PROFESSIONAL

