

“Vision and Mission of Companies”

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vision and mission

Vision:

- It outlines what the organization wants to be, or how it wants the world in which it operates to be.
- It is a long-term view and concentrates on the future. It can be emotive and is a source of inspiration.
- For example, a charity working with the poor might have a vision statement which reads "A World without Poverty."

Mission:

- Defines the fundamental purpose of an organization or an enterprise, succinctly describing why it exists and what it does to achieve its vision.
- For example, the charity above might have a mission statement as "providing jobs for the homeless and unemployed".

Characteristics of vision statement

- In order to develop an effective shared vision statement, any company also need to be able to describe the kinds of relationships that they want with:
 - a) his Customers,
 - b) his Suppliers,
 - c) his Competitors, and of course with his Team.
- The main purpose of the vision statement is to outline the “dream” state of the business. In other words: if your business could be everything you dreamed, how would it be?

Examples Vision Statements Of Different Companies

Bill Gates

- “There will be a personal computer on every desk running Microsoft software.” And now perhaps a little less famous, but still real example of a vision statement from the real world (my company):

CanadAsia Management Development Ltd.

- *“Challenge is the path to Success!”*

eHam.net

- “To build the largest and most complete Amateur Radio community site on the Internet.”

Coachville –

- “Everyone is a coach.”

Component Of Mission Statement

- A Mission Statement describes how your business is going to accomplish its vision.
- The Mission Statement describes the 'what' of your business. It states why your organization is in business and what you are hoping to achieve.
- A typical mission statement contains three components:
 1. The overall purpose of your business - what are you trying to achieve.
 2. What your business does - products and services it provides.
 3. What's important to your business - the values your business lives by.

Examples of mission statement of different companies:

Dell Computers mission statement

- "With the power of Dell's team of talented people, we are able to provide customers with superb value; high-quality, relevant technology; customized systems; superior service and support; and products and services that are easy to buy and use".
- **Purpose:** provide customers with superb value technology
- **Business:** high quality, relevant technology, customized systems
- **Values:** superior service and support, easy to buy, easy to use



Pfizer Pharmaceutical's mission statement:

- "We dedicate ourselves to humanity's quest for longer, healthier, happier lives through innovation in pharmaceutical, consumer and animal health products".
- **Purpose:** quest for longer, healthier, happier lives
- **Business:** pharmaceutical, consumer and animal health products
- **Values:** innovation



McDonalds

- "To provide the fast food customer food prepared in the same high-quality manner world-wide that is tasty, reasonably-priced & delivered consistently in a low-key décor and friendly atmosphere."
- **Key Market:** The fast food customer world-wide
- **Contribution:** tasty and reasonably-priced food prepared in a high-quality manner
- **Distinction:** delivered consistently (world-wide) in a low-key décor and friendly atmosphere.



Unilever

- Our mission is to add Vitality to life. We meet everyday needs for nutrition, hygiene and personal care with brands that help people look good, feel good and get more out of life.
- **Purpose:** to add Vitality to life
- **Business:** nutrition, hygiene and personal care
- **Values:** look good, feel good and get more out of life.



TOYOTA

Toyota Company

- **Vision:**

- Toyota will lead the way to the future of mobility, enriching lives around the world with the safest and most responsible ways of moving people.
- Through our commitment to quality, constant innovation and respect for the planet, we aim to exceed expectations and be rewarded with a smile.

- **Mission:**

- Supplying the range of vehicles, parts, accessories and services to meet the requirements
- Ensuring that products are of outstanding quality, value for money and instill pride of ownership



Apple Company

- **Vision:**

- We believe that we are on the face of the earth to make great products and that's not changing. We are constantly focusing on innovating.
- We believe in deep collaboration and cross-pollination of our groups, which allow us to innovate in a way that others cannot.

- **Mission:**

- Apple designs Macs, the best personal computers in the world, along with [OS X](#), [iLife](#), [iWork](#), and professional software.
- Apple leads the digital music revolution with its [iPods](#) and [iTunes](#) online store.
- Apple reinvented the mobile phone with its revolutionary [iPhone](#) and [App Store](#), and has recently introduced its magical [iPad](#) which is defining the future of mobile media and computing devices.”



Bank Alfalah

- **Vision:**

- To be the premier organization operating locally & internationally that provides the complete range of financial services to all segments under one roof.

- **Mission:**

- To develop & deliver the most innovative products, manage customer experience, deliver quality services that contributes to brand strength, establishes a competitive advantage and enhances profitability, thus providing value to the stakeholders of the bank.

CB Software System Company

- **Vision:**

- We strive to become a global software and Internet company.
- We are passionate in helping businesses through innovative technologies to reach and maximize their business dreams.

- **Mission:**

- It is through our passion and commitment to our clients that we develop software to face real-world challenges. It is our love for and dedication to what we do that enables us to become a better company for ourselves, for our clients, our community and the world

References

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Management Development Ltd .

Thank You!

