

VISION, MISSION, AND DEFINITION OF STRATEGY



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VISION AND MISSION

- **VISION STATEMENT:**

A very simple sentence or tagline that expresses the fundamental goal of a firm

- **TAGLINE (OR SLOGAN)**

Memorable catch phrase that captures the key idea of a business, its service, product or customer

- **MISSION STATEMENT**

A paragraph that describes the firm's goals and competitive advantages.

Main contents:

- Goals and intent
- Philosophy and ethics
- Rationale and target markets
- “Our business and what it should be”

In other terms:

- In the vision, you should find some general goals of a company
- In the mission, you should find the general reason why you should buy the company's products instead of competitive products

VISION AND MISSION in LEGO



Our Vision

'Inventing the future of play'

We want to pioneer new ways of playing, play materials and the business models of play - leveraging globalisation and digitalisation...it is not just about products, it is about realising the human possibility.

Our Mission

'Inspire and develop the builders of tomorrow'

Our ultimate purpose is to inspire and develop children to think creatively, reason systematically and release their potential to shape their own future - experiencing the endless human possibility.

VISION AND MISSION in the COCA COLA GROUP



Our Vision

Our vision serves as the framework for our Roadmap and guides every aspect of our business by describing what we need to accomplish in order to continue achieving sustainable, quality growth.

- **People:** Be a great place to work where people are inspired to be the best they can be.
- **Portfolio:** Bring to the world a portfolio of quality beverage brands that anticipate and satisfy people's desires and needs.
- **Partners:** Nurture a winning network of customers and suppliers, together we create mutual, enduring value.
- **Planet:** Be a responsible citizen that makes a difference by helping build and support sustainable communities.
- **Profit:** Maximize long-term return to shareowners while being mindful of our overall responsibilities.
- **Productivity:** Be a highly effective, lean and fast-moving organization.

Our Mission

Our Roadmap starts with our mission, which is enduring. It declares our purpose as a company and serves as the standard against which we weigh our actions and decisions.

- To refresh the world...
- To inspire moments of optimism and happiness...
- To create value and make a difference.

Goals, Assets, Capabilities and Core Competences



Goals:

- What is to be achieved and when results are to be accomplished.
Not *how* these are to be achieved

Assets

- Stores, staff, locations, inventory system, customer database, online portal, cash flow, international operations, brand

Capabilities

- Inventory management, logistics management, multi-format food retailing, enhancing shopping experience

Core competences

- Retail inventory management, customer satisfaction management



What is Strategy

“the determination of

- the basic long-term goals and objective of an enterprise
- ... and the adoption of courses of action
- ... and the allocation of resources necessary for carrying out these goals”

Alfred Chandler, *Strategy and Structure*, 1963.