**Use** the University of Phoenix Material: Business Model and Strategic Planning Outline as a guide to complete sections of your capstone project each week. A final paper is due in Week 5. Cite your resources.

**Write** a 1,400- to 1,750-word paper in which you explain the importance of innovation in your selected business's vision, mission, and values, and determine your business model for this new division. Include the following:

* Propose a new product or service for the new company division. The division should be customer-focused with an innovative mission statement. Ensure that you are differentiating your product or service.
* Describe how the division addresses customer needs and achieves competitive advantage.
* Create a vision and a business model for this new division that clearly demonstrates your decision on what you want your business to become in the future.
* Explain how the vision, mission, and value of the new division align with the company's mission and vision.
* Summarize how the vision, mission, and values guide the division's strategic direction.
* Define your guiding principles and values for your division in the context of culture, social responsibility, and ethics.

**Format** your paper consistent with APA guidelines.

My Company is= Safeway inc

New service is = Home grocery delivery

Safeway s vision is =***"We earn the loyalty of the people we serve through the talents and passion of employees."***

The Safeway Mission Statement is:   
  
***"We earn the loyalty of the people we serve by first anticipating, then fulfilling their needs with our superior-quality products, a unique shopping experience, customer-focused service and continuous innovation, while generating long-term profitable growth for our shareholders."***