



2-1 Discussion: Mission and Vision

Research a company that has posted its mission and vision statement online. Include the following in your initial post:

- Identify the company and share its mission and vision statement.
- Review what the company is actually doing including innovations, initiatives, product development, marketing, and so on. How sincerely and effectively do you feel the mission and vision statements reflect the company's actions? Provide an example.
- Explain if the company's mission and vision statement have helped or hindered its overall success.

In responding to your peers, consider the following: Do you see any trends in what companies are doing? Are companies today more sincere in aligning their missions and visions with actions? Provide some examples with properly cited sources, when applicable.

To complete this assignment, review the [Discussion Rubric](#) document.

Rubrics

 [Discussion Rubric: Undergraduate](#)

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2-1 Discussion

Hanna Anderson posted Mar 9, 2020 6:21 PM [★ Subscribe](#)

I chose Disney for this discussion. Disney was a big part of my life as a child and thankfully has not been forgotten thanks to my 3 and a half year old step daughter that is a princess fanatic!

Mission Statement: "The mission of The Walt Disney Company is to entertain, inform and inspire people around the globe through the power of unparalleled storytelling, reflecting the iconic brands, creative minds and innovative technologies that make ours the world's premier entertainment company."

Vision Statement: "To be one of the world's leading producers and providers of entertainment and information."

Disney is constantly evolving. Whether it's new technology and innovations like Disney + or recreating classics such as *Beauty and the Beast* and *The Little Mermaid*, this company never stops. They have the most notorious them parks in the world where dreams come true and memories are made. Young or old, almost everyone has the dream of visiting one of these iconic destinations. Disney has expanded their market by obtaining the rights to so many franchises like George Lucas' pride and joy, *Star Wars*, the epic Marvel name and Pixar. I wouldn't be surprised if Disney eventually owned every cinematic universe by the year 2050. If these facts alone don't epitomize the mission and vision statements then I'm not sure what does. You can't be "one of the world's leading producers and providers of entertainment and information" without taking out the competition. So why take them out when you have the capital to buy them and the rights to the big names? The statements, I assume, have only helped this company grow. They inspire children and adults alike to believe in something magical and have hope to move beyond terrible circumstances. The employees have a statement in writing that seems to be emulated daily through the Make a Wish Foundation and their own internal system. A mission and vision statement is only as good as the employees living it and Disney employees live it every day with their characters, shows, and movies. Keep the childhood alive Disney! But give Star Wars back to George. I'm an "O.G." for the Wars and not completely satisfied with what you've done...

Hanna Anderson

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Last post March 9 at 7:35 PM

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by Katie Howell

2.1: Mission and Vision: Volkswagen

Timofey Lychik posted Mar 10, 2020 11:50 PM

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Volkswagen is a large multinational automotive manufacturer. It owns a number of car and truck companies mostly in Europe but sells products worldwide and has held the number one spot of vehicles sold in a year. In June 2019, Volkswagen's CEO Dr. Herbert Diess unveiled the new vision for the company "Shaping mobility – for generations to come." To expand, he also offered the following statement:

"Our goal is to make mobility sustainable for us and for future generations. Our promise: With electric drive, digital networking and autonomous driving, we make the automobile clean, quiet, intelligent and safe. At the same time, our core product becomes even more emotional and offers a completely new driving experience. It is also becoming part of the solution when it comes to climate and environmental protection. In this way, the car can continue to be a cornerstone of contemporary, individual and affordable mobility in the future."

The company has been trying to change their image over the last five years since they have been embroiled in an emissions cheating scandal in 2015. They have lost public trust, paid hefty fines, and many of their senior executives were fired or went to jail. Since then, they have changed focus significantly and have been teasing their future plans for cars through their ID series of concepts which included an all-electric modern take on their iconic Volkswagen Bus from the sixties. This year they are set to launch their first fully electric car, the Volkswagen ID.3. I know that comparisons to Tesla will naturally made, but the main distinction is that Volkswagen is focusing on releasing products only when they will be able to sell to a bigger market which means that their cars have to be more affordable than Tesla vehicles which is in line with their affordability goal.

Volkswagen is also diving into more novel solutions to expanding mobility with their startup MOIA which is developing a ride sharing service. The service is being developed and tested in Hamburg, Germany. Volkswagen's commercial vehicles division, Trafton Group, has been focusing on not only electrifying their vehicles but in helping develop solutions for infrastructure and logistics.

To me it looks like the leadership of the company has been trying to figure out how to form a new vision after the new direction of the company naturally evolved out of their emissions scandal. I think the company is sincerely moving forward with their vision, but, that sincerity is flowing out of their desire to stay on top. To stay on top, they need to regain the trust of their customers and rebuild their image in the eyes of a continuously growing climate conscious public. They will have to try even harder now to bring to market a very compelling and attractive product to win back market share and sales they lost to other large car companies. Where they are most effective in pursuing their vision is that they have a generational focus in the text of the vision statement. Volkswagen is playing the long game and will make sure that each product they release from now is thoroughly tested and meets the needs of their target market, they simply can't rush products to market. They also have to make sure that their products are worth paying for and are affordable enough for the mass market. Through all this, they are applying those principles to their different mobility products such as heavy-duty trucks, buses, commercial vehicles, ride sharing, and personal transport.

The company's mission and vision statement will help them achieve overall success. The recent shake up (scandal) has given a new weight to the importance of public trust and perception to all the employees at Volkswagen given how prominent the story was in everyone's minds. The management has realized that to succeed in the future, they have to innovate well into the future. They know that they can't just focus on a single product strategy but must have different ways of providing transportation for their consumers which fits into their lifestyles. They still made a ton of money in 2019, 19.3 billion Euros, and continue to invest in future technologies.

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2-1 Discussion: Mission and Vision

Juliana Da Costa posted Mar 11, 2020 5:42 PM [☆ Subscribe](#)

Hello Everyone,

For this discussion I choose one of my favorite fashion brands Burberry Inc. I had the privilege to work at the corporate office for the Americas in New York City at their Customer Service Department for 2 years. There I was able to experience at first hand the values, mission and vision that the company had for the brand at its customers. Since then I've been following up with the new trends, culture structure and their overall representation. We all know Burberry for their iconic plaid prints and last long beautiful trench coats. Their mission its to maintain its integrity and vitality of the brand, and at the same time developing relevant products for all types of customers and markets. Their main mission is highly emphasized on their brand integrity. The company was established in 1856 by Thomas Burberry, his idea was to create clothing that could easy transform over the years with its owner's body. The vision, has since

remained the same, although back in the day, the garments was focus on men, but as the times change the company understood that they need to make clothing to fit any gender. Obvious we all know that the company became part of the high fashion world, but their products are made to last a lifetime. Due to the fact the company has representation in many countries, their culture and values are something very important to them. They focus on what inventive and out of the box tactics a employee com bring to the company. As they mention on their website, their headquarters location have more than 60 nationalities are represented. During my employment at the office in New York City, I had the opportunity to meet our CEO Christopher Bailey (unfortunately he is no longer with the company) and he made sure to stop by every department and strike a conversation with at least one employee. That is something many employees in certain companies don't have the chance to experience. Looking at their website and latest news, they are committed to inspire people that work within the company. In order to have a happy customer, a company need to make sure their employees are well taking care and are willing to go above and beyond. Due to the fact they are a fashion company and they must keep up with the new trends, workshops, classes and product knowledge are constantly been introduced to their employees. Mostly because you need to be aware what will you be selling. The only thing I've noticed is that depending on what department you work, it can be very hard to maybe change to another department. It seems that they want you to focus and perfect that particular area. It doesn't seem that this particular area is hurting the company, as they are the vary few companies that have been successful from the start.

References:

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<https://en.wikipedia.org/wiki/Burberry>

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2-1 Discussion: Mission and Vision

Leidy Casella posted Mar 11, 2020 7:01 PM [★ Subscribe](#)

Hello,

I have chosen Blue Apron for this post. With a vision statement of "to build a better food system. We are transforming the way that food is produced, distributed, and consumed" and a mission statement "to make incredible home cooking accessible to everyone. We believe that sharing home-cooked meals with our families and loved ones is an important way to demonstrate our values and affection" (Blue Apron, 2019). This company set to innovated the grocery industry by creating a system where accountability to know where your ingredients were coming from and that they would always be of the highest quality where everything comes from one source, and this is mail delivered to your door. Everything you will need for a dish. Ingredients for a pre-plan meal where everything is prepackaged premeasured and a step by step instructions are all included and deliver to your doorstep. In a convenient application where you subscribe to the product, and you can choose what you want to make each week, or you can skip a delivery if you so desired.

I think that blue apron takes their mission statement very seriously, and they are holding so far to this mission statement, to make cooking accessible to everyone. "We want people to cook because it's fun. So we equip them with knowledge on our website--even if they don't use our service. We find this to be the best way to build trust and loyalty." (Inc) This idea of having a better option to be your "own chef" instead of having take-out or eating out was presented to be a convenient meal package, and it is heavily marketed to the busy, health-conscious, and environment-conscious individuals. "Each week, the blue apron team develops recipes that are accessible to home chefs of all skill levels and where it will create a sense of pride and accomplishment about the dishes they cook" (inc, com). They are making accessible and "fun" cooking. The recipes are usually different and exotic and not something that an average person cooking would have heard or try to cook on their own. Because it is so different and visually pleasing, we have this component adding to their online social presence. As "home chefs" are encouraged to post their finish cooking product to their social media to share with blue apron's social accounts and friends a picture of what they have created. They are always innovating and experimenting with technology to make their product accessible and easy to use. If you access their web site and their previous recipes and other selected diet-based recipes are clearly posted to be accessed by the customer.

I think that blue apron's mission and vision statement help Blue Apron to keep in business. We currently live in a culture where everyone is more conscious on their health and wants to be assured that the sustainability of their product and environment is kept. This product is directed to an individual that wants to know where their food is coming from; is it ethically sourced? Does it has GMO's free? Farm raise? Organic etc. this company can give

you "the story" of where they are acquiring their product; it sets customers' minds at ease and justifies the purchase for this individual.

<https://www.sec.gov/Archives/edgar/data/1701114/000104746917004287/a2232570zs-1a.htm>

<https://www.optimizely.com/customers/blue-apron/>

<https://www.inc.com/molly-reynolds/how-blue-apron-cooked-up-its-delicious-content-marketing-strategy.html>

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Last post **Wed at 8:49 PM** by Pamela King-Wooden

2-1 Discussion Mission and Vission Statement

Robert Durden posted Mar 12, 2020 1:29 AM

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The company I'm choosing for this assignment is Nike. Nike vision is "to bring inspiration and innovation to every athlete in the world." While its mission statement is to "do everything possible to expand human potential. Personally, I was fund of the "Just Do It" campaign. However, it was just that, a campaign, and the message was huge, but had little to do with the mission and vision of the business. Nike's innovation, incentives, product development, and marketing is why their mission and vision of the company has been around since 1972.

Nike's House of Innovation serves as a physical invitation to inspire and challenge human potential, a concept that is brought to life physically; not only through the products they design and sell, but in the stores they create. Case in point, Nike House of Innovation 000, situated on the south-west corner of Fifth Avenue and 52nd street in New York City, a disruptive force amidst the concrete canyon that is midtown Manhattan, where the building's mere presence challenges the possibilities of architecture, design and the human potential (www.minniemuse.com). This illustrates the company ability to be creative with their stores. By having stores that inspires and challenge human potential (gym in the stores), gives Nike an edge on customer satisfaction. The incentives for Nike are health awareness from consumers. for example; Los Angeles Marathon has a convention at the local convention center one week prior to the marathon. In this convention, all sorts of venders are there to sell, promote, and market their current and future products. Nike is one of the venders that is their promoting their latest shoes along with the health advantage the running shoe has on the body when running. Product development is one of their strengths. The company has a state-of-the-art facility that developers secretly use to develop new creative products.

I think that Nike's mission and vision statement is sincere and effective. For example; Nike vision is "to bring inspiration and innovation to every athlete in the world." While its mission statement is to "do everything possible to expand human potential. In my opinion, if you add the mission and vision statements together, one would conclude that Nike is say " JUST DO IT !". This illustrates how sincere and effective Nike is as a company.

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2-1 Discussion: Mission and Vision

Katie Howell posted Mar 9, 2020 7:28 PM [★ Subscribe](#)

I'm a vacation planner that specializes in Disney destinations so I'm choosing Disney as my company for this week.

Disney's mission statement reads, "The mission of The Walt Disney Company is to entertain, inform and inspire people around the globe through the power of unparalleled storytelling, reflecting the iconic brands, creative minds and innovative technologies that make ours the world's premier entertainment company."

Disney's vision is "to be one of the world's leading producers and providers of entertainment and information."

I very much believe that Disney is succeeding in following their mission and vision statements and it is continuing to help them succeed. Just looking at their theme parks, it's obvious that they're providing unparalleled storytelling. Their newest rides like Rise of the Resistance at Hollywood Studios (2020) and Flight of Passage at Animal Kingdom (2017) were designed and built by some of the most creative minds with the newest technology. These are rides unlike any others. Disney and their imagineers are always coming up with new products, rides and entertainment such as Disney+ and keeping up with the ever changing needs and wants of families which keeps them at the top of the entertainment industries. Marketing is yet another thing Disney does very well. They're always surveying guests to make sure they know what people want and then are able to market strategically based on their answers. Disney is a household name and for good reason; they do everything right!

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Last post Thu at 9:09 AM by
Hanna Anderson

Mission and Values: Hilton

Dianna Jackson posted Mar 12, 2020 10:58 AM [★ Subscribe](#)

Hilton Hotels and Resorts were very clever in their development of the core values and mission statement. Having worked for the company I can say first hand, the values are known and embedded into every employee.

H – Hospitality: we are passionate about delivering exceptional guest experiences

I – Integrity: we do the right thing, all the time

L – Leadership: we are leaders in our industry and in our communities

T – Teamwork: we are team players in everything we do

O – Ownership: we are the owners of our actions and decisions

N – Now: we operate with a sense of urgency and discipline

Hilton's mission statement is: "to be the most hospitable company in the world – by creating heartfelt experiences for Guests, meaningful opportunities for Team Members, high value for Owners and a positive impact in our communities." (Hilton.com)

The Hilton Corporate team truly promote their values for guests, employees and the community. They run a system called "Make it Right" where if guest has any problem the team member is empowered to make it right immediately without the need to call in their manager. The management team will support their decisions. Hilton has taken a strong commitment to the communities they operate in as well as the communities their employees come from. They have a large team in place whose sole responsibility to create and promote corporate responsibility. They practice initiatives of reducing waste, for example they created a zero soap to landfill initiative which collects all used soaps to be remade into new bars that have been distributed to over 127 underdeveloped and remote countries across the world. This has reduced the deaths of children due to hygiene illness in those counties by 35%. They were the first to introduce a brand standard to eliminate all plastic straws, stir sticks and picks at all properties in 2019.

The soap video shows the amazing impact keeping those little bars of soap have done.

<https://www.youtube.com/watch?v=FepGjR5I5mw>

Hilton has ranked #1 again in 2020 and 2019 as the Fortune 100s Best Place to Work.

Hiltons mission statement and values have added to its overall success by making sure that every employee buys in to the statements. They have top training, so every employee understands in depth what each value means, and what it means to live by it.

I can not think of any examples where the mission and values of Hilton would hinder its overall success, except if a guest had a bad experience at a franchised property and the franchise owner was not living the Hilton values. Overall the values had added so much to the company, it's guests and employees and I would be very happy to return to work at a Hilton at some point in the future.

All the best,

Dianna

References:

Hilton.com (2020) Our values. Hilton.com. <https://www.hilton.com/en/corporate/>

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M.2 - Mission and Vision

Elayne Sallemi posted Mar 10, 2020 4:25 PM [★ Subscribe](#)

Good Afternoon,

The company I decided to speak about this week is Blizzard Entertainment. This is a large-scale, international, video game company. Their mission statement is as follows: "Dedicated to creating the most epic entertainment experiences...ever" (Blizzard Entertainment. (2019)). The values it upholds to fulfill this mission are *Gameplay First, Commit to Quality, Play Nice; Play Fair, Embrace your Inner Geek, Every Voice Matters, Think Globally, Lead Responsibly, and Learn and Grow.*

As stated prior, Blizzard is a large-scale video game and entertainment firm. It is constantly creating new games and expansions for their existing games. Blizzard notes that it is constantly changing and evolving regarding improvements in the industry, "Since the founding of Blizzard Entertainment, we've worked to improve through experience, teaching one another and cultivating the desire to be the best at what we do" (Blizzard Entertainment. (2019)). Blizzard also notes, "we're committed to making ethical decisions, always keeping our players in mind, and setting a strong example of professionalism and excellence at all times" (Blizzard Entertainment. (2019)). There was, however, an episode recently where Blizzard banned one of its professional players and seized his prize money for his pro-stance about Hong Kong attempting to gain its independence (Zialcita, P. (2019, October 8)). There was no significant reason behind this ban, which led the community to believe that this was an incredibly unethical decision.

However, even with this situation behind them, Blizzard has been and continues to be an incredibly successful firm. They created some of the top grossing video games of the last several years. Subscription numbers continue to climb within their player ranks. And micro-transactions continue to bring in millions of dollars a month.

Thank you.

References:

Blizzard Entertainment. (2019). MISSION STATEMENT. Retrieved March 10, 2020, from <https://www.blizzard.com/en-us/company/about/mission.html>

Zialcita, P. (2019, October 8). Blizzard Entertainment Bans Esports Player After Pro-Hong Kong Comments. Retrieved March 10, 2020, from <https://www.npr.org/2019/10/08/768245386/blizzard-entertainment-bans-esports-player-after-pro-hong-kong-comments>

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Last post **Thu at 11:53 AM** by
Leidy Casella

2-1 Discussion: Mission and Vision

Vincent Gianfala posted Mar 10, 2020 8:44 PM [☆ Subscribe](#)

Good afternoon,

The company I am picking is Wal-Mart and the main reason is because I worked there twice. The first time I worked there as a dairy stock clerk when I was 19 and then right before I joined the Navy I worked there as a department manager. I learned a lot about the company from working there and also have experience dealing with inside store management and corporate. On the website Wal-Mart says its .coms mission is "*The secret of successful retailing is to give your customers what they want. And really, if you think about it from your point of view as a customer, you want everything: a*

wide assortment of good-quality merchandise; the lowest possible prices; guaranteed satisfaction with what you buy; friendly, knowledgeable service; convenient hours; free parking; a pleasant shopping experience.” The following statement is from the founder Sam Walton. The corporate message is “to save people money so they can live better”. The corporate website also states their core values. The website states “each of our four values – Service to the Customer, Respect for the Individual, Strive for Excellence and Act with Integrity – has a set of three corresponding behaviors that, when practiced daily by every associate, can help us deliver business results and create a culture of inclusion. The mission statement honestly has not helped Wal-Mart overall because people are about as skeptical about Wal-Mart being a great place to work as they are about McDonalds “going healthy”. Amazon has many critics that work for it but the problem is the customer interaction. Wal-Mart for years has been rated one of the worst places to shop and work. Amazon succeeds against Wal-Mart because they are more personal to the customer. Wal-Mart has always known to put up more stores, sell more products, put small business out of town but it has never been known as a retailer that fits for the customer. Wal-Mart is seen as a place that has a lot of items and for cheap. The biggest comparison I can think of is McDonalds vs Chick-Fil-A. Both are fast food restaurants but people overwhelmingly choose Chick-Fil-A because of the service. Wal-Mart did not even make the top 25 of places to work in retail based on reviews from indeed.com. Wal-Mart Stores also paid \$17.5 million. The suit was filed by Daryal Nelson and Tommy Armstrong who alleged that Wal-Mart, Inc. and Wal-Mart Transportation LLC had “discriminated against African Americans on the basis of race in recruitment and hiring. In my own experience Wal-Mart is your typical capitalist retail store that only cares about the money. The idea of “we have the lowest price so they will shop here no matter how terrible the store looks or employees are”. Everything is not all about money and I can personally tell you that I have not shopped at Wal-Mart since 2016.

<https://help.walmart.com/article/walmart-com-s-history-and-mission/a62ce500758c4746a211d00d7c2acfd>

<https://corporate.walmart.com/our-story/working-at-walmart>

<https://www.industryweek.com/leadership/companies-executives/article/22008179/5-lessons-from-walmarts-decline>

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<https://www.industryweek.com/leadership/companies-executives/article/21955378/walmart-settles-racism-lawsuit-for-175-million>

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Last post **Thu at 11:30 PM** by Wyatt Hill

Amazon

Nikole Mackey posted Mar 12, 2020 10:11 PM [★ Subscribe](#)

Hello class!

I choose to look into Amazon. One of the main reasons that I choose Amazon is the fact that I was once employed by them. I worked every department they had, helped in customer service, and even human resources. On the other hand, I've had the pleasure of also being a prime member. I feel that I can judge on an unbiased bases on the accuracy of their mission and vision statements.

Amazon's mission statement is "We strive to offer our customers the lowest possible prices, the best available selection, and the utmost convenience". Without a doubt Amazon is truly sincere and effective in their mission. For example, they offer the best possible prices and selection with multiple sellers to choose from based on what they have to offer. They also offer convenience from free two day shipping to two hour shipping.

Amazon's vision statement is "to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online". One thing is for sure, the customer and the money that they can receive in profit is surely what is most important. This statement doesn't exactly serve in the Earth's best interest, but customer's will always be the main priority.

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Last post **Thu at 11:52 PM** by Wyatt Hill

2-1 Discussion

Jinah Snyder posted Mar 13, 2020 12:04 AM [★ Subscribe](#)

Hi all,

The company I chose to use is Tri-State Generation and Transmission, they are an electric co-op who's mission states, "We are a not-for-profit cooperative power supplier and our mission is to provide our member systems a reliable, affordable and responsible supply of electricity in accordance with cooperative principles." I think the mission statement reflects the company's actions very well. The innovations and initiatives the company have taken are always done with keeping their power supply consistent but with the most responsible and reliable steps acted upon. An example of this, is the change of using coal powered plants to provide the supply of electricity to the use of wind, solar and hydro powered plants. It is still providing the promised power supply that is reliable and stays affordable but makes the responsible change to stop using fossil fuels creating the air pollution to using the renewable energies, that are continuing to grow and advance technologically in their own respective fields. They aren't compromising their mission nor promises to provide their members with the power requested by making changes that will benefit the environment and could potentially provide a longer

lasting and more sustainable amount of electricity compared to the current use of limited fossil fuels. This change has been promised to happen within the cooperation by 2030.

I think the company's mission statement has helped the company with their overall success. I believe this is because there are always changes happening in the power industry and not all the changes are for the better. One of the most recent issues in the industry, more directly related to the use of fossil fuels, is the increasing use of fracking. Even with changes like that, Tri-State only acts upon improvements and innovations that have an effect on more than just their company. By always keeping the mission in mind the company has been able to be very successful.

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2-1 Discussion: Mission and Vision: Chipotle

Krishonna Henderson posted Mar 12, 2020 9:31 PM [★ Subscribe](#)

Hi,

Chipotle's mission and vision statement is to provide 'Food with Integrity'. The mission that Chipotle uses align perfectly with how things are handled in each establishment. The vegetables that are used daily are always fresh and never frozen. Chipotle develops close relationships with many of the farmers, ranchers, and other suppliers who produces the ingredients they serve every day. The farmers, ranchers, and other suppliers' practices emphasize quality and responsibility. This mission has helped the fast food company, their mission stands out from the rest. While providing high ingredients for their foods, they are a healthier choice. You know exactly was in the food you are eating.

Krishonna

Reference

Values. (n.d.). Retrieved from Chipotle : <https://www.chipotle.com/values>

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Last post **yesterday at 10:53 AM**
by Juliana Da Costa

Discussion 2

Lauren Wayne posted Mar 12, 2020 1:25 PM [☆ Subscribe](#)

I chose to use my own company, Trillium Health for this discussion. Our mission is “to promote health equity by providing affordable and extraordinary primary and specialty care, including LGBTQ health care. Our vision is “everyone, including individuals with complex medical and social needs, has access to the care and support needed for a positive life. At Trillium Health we support our mission and our vision not only by offering health care to literally everyone who walks through our doors (we don’t turn anyone away), we also offer a myriad of wrap around services to address social determinants of health. By offering wrap around care and supportive services such as housing, food and transportation, our patients can focus on their primary, specialty and mental health care and not worry about getting basic needs met. We offer a sliding fee discount program which offers free or discounted services based on family size and income so that we are able to serve all patients in need and promote health equity. We provide all of these services in one diverse and inclusive location to reduce stigma and increase comfortability to retain our patients in care. I believe that our mission and vision have helped our overall success because since moving from a clinic that focused primarily on HIV and AIDS to serving all patients in 2015 we have tripled our patient volume and increase our pharmacy revenue.

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Last post **yesterday at 12:48 PM**
by Dianna Jackson

2-1 Discussion

Millisa Sullivan posted Mar 10, 2020 2:18 PM [☆ Subscribe](#)

For this week’s discussion, I chose Walmart. These days, Walmart stores seem to be everywhere we look and they are rarely without long lines, crowded parking lots and low prices.

Walmart’s mission statement is “to save people money so they can live better.”

Walmart’s vision statement is “Be the destination for customers to save money, no matter how they want to shop.”

Walmart’s core values are “customer first, front line focused, innovative & agile, listen, inclusive, high performance, accountable, honesty, and fairness.” Looking at the bigger picture, Walmart is living up to their mission and vision statements as being the place customers can shop to save money, but I question if they are sacrificing some areas of their customer service which could ultimately impact their bottom line. Walmart has established themselves as a cost

saving alternative for consumers and are now offering incentives such as free grocery pick up and self checkout for faster service. However, there seems to be more self checkout kiosks than registers with live cashiers. Experience shows that Walmart rarely staffs their cash registers to accommodate traffic flow which, in turn, creates long lines and in a sense forces customers to utilize the self checkouts. Perspective is everything. If patrons see long lines, no cashiers, and self checkout kiosks full of customers, then Walmart's "customer first" and "front line focused" values appear to have gotten blurred by the focus on their new concepts. If Walmart is attempting to reduce labor costs by having customers check themselves out, they still need to remember that many customers do not favor this option. I am not convinced that having only 2-3 live cashiers is the answer at the front end. If customers are taking advantage of Walmart's low prices, but are getting log jammed at the registers, do we have time left in the day to actually live better after saving money like their mission statement states? The perception is that automation saves on labor costs, but if consumers are feeling the strain of less front end presence, how long before they decide to shop elsewhere?

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by Dianna Jackson

2-1 Discussion

Gary Neal posted Mar 9, 2020 7:33 PM [☆ Subscribe](#)

The company that I decided to right about is IKEA. Their mission statement is "To create a better everyday life for the many people".The folks at IKEA dream big. The vision-based mission statement could have been one of beautiful, affordable furniture, but instead, it's to make *everyday life better* for its customers. It's a partnership: IKEA finds deals all over the world and buys in bulk, then we choose the furniture and pick it up at a self-service warehouse."Our business idea supports this vision ... so [that] as many people as possible will be able to afford them," the brand states.Using words like "as many people as possible" makes a huge company

like IKEA much more accessible and appealing to customers. IKEA mission and vision statement have helped its overall success by caring about their customers and trying to find the best deals for them.

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by Robert Durden

2-1

Jonah Lord posted Mar 12, 2020 11:34 AM [★ Subscribe](#)

The company I am choosing to look at is Ubisoft, which is a video game development company who's vision statement is, "...to develop technology that will enable them to stream games to whatever piece of tech a person is holding," (Guillemot). Their mission statement is to be committed to enriching players' lives with original and memorable entertainment experiences. Ubisoft is one of the few video game developers that takes criticisms from their player base and tries to improve with that. They are continuously coming out with new content that has been written and made around their clients. On the upside, for the company atleast, they have amazing marketing techniques to convince people to buy their product even though most times that product tends to be on the incomplete side of things. I feel like their mission statement is pretty on track with how they actually go about work. This is because they only claim primarily for a memorable experience, whether that be positive or negative. Their vision is slowly coming together because the only few devices that they do not have games on consist of mobile gamers. Their mission and vision have woefully helped their company with improving sales and the product being made to a certain extent.

Reference:

Yves Guillemot. *Ubisoft Mission, Vision & Values*. comparably.com

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Last post **yesterday at 5:28 PM**
by Juliana Da Costa

2-1 Discussion: Mission and Vision Wyatt

Wyatt Hill posted Mar 12, 2020 10:56 PM [★ Subscribe](#)

Hello Classmates,

I have selected the Navy Exchange as I use to work there for over 14 years. Their mission: "Provide authorized customers with quality goods and services at a savings and to support Navy quality of life programs for active duty military, retirees, reservists and their families." My Navy Exchange.com (2019)

Yes, the company has been full filling it's mission 100% except for that last several years. In reading the mission statement the NEX (Navy Exchange) has two missions in one. #1 "Provide quality goods and services at a savings." #2 "Support Navy quality of life programs.

For those not familiar with the Navy exchange it's very similar to Marine Core exchange know as MCX or AAFES know as Army, Air Force Exchange service depending on what military base your own. They run the retail stores with uniforms, clothing, electronics, lawn and garden, mini mart type items, tobacco, and wine and spirits. They also do services such as barber/beauty, tailoring, flower shops, brand name food concepts and more. In addition to that they have Navy lodges which are hotels at discounted rates with full kitchenettes, Ship stores onboard ships, and telecommunications. Basically providing goods and services anywhere the military is at including here in the United States, overseas and in areas considered combat zones where most retailers/service providers would not. The Navy Exchange does fall under Department of Defense oversight, however is not taxpayer paid. Navy Exchange has to pay it's own way meaning it has to make money.

Starting with #2 the Navy Exchange supports quality of life programs by giving dividends (money) to MWR (Morale, Welfare, Recreation) every year and providing goods and service in areas where it makes sense to support quality of life. One example of this in one military installation there is a site for testing and there is no place to buy a drink or get food as it's a remote location. The Navy Exchange operates a a small food service location that loses money to support quality of life because who else it going to do it? It's a unpaid benefit.

What is MWR? MWR provides gyms, base activities, single sailor activities, discounts on tickets, daycare, and more. Another support function giving activities to military members and there families.

#1 Mission for the Navy Exchange is to provide quality goods and services at a savings. This has been the most difficult part of the mission because of the pressure to give dividends to MWR. If you talk to any retiree they will tell the NEX was the place for deals and as the years have gone on outside competition from other retailers have gotten tougher. Being part of the Navy also has it's drawbacks when it comes to IT related business such as supporting a online site or IT related activities as it relates to store processes making the Navy Exchange less efficient to competitors. Making major purchases such as replacing the POS system took almost 10 years to get approved and by the time they implemented the technology was old. In addition to that the military is not getting bigger it's actually getting smaller. You don't need as many people to run a ship. Airman can fly planes in another country while sitting here in the US. So shrinking customer base and not being able to pick up money on efficiencies has made it difficult for the Navy Exchange to compete. The Navy also has regulated key money making categories such as tobacco and wine and spirits where customers use to be able to save 30-40% on base compared to the outside now the Navy Exchange is mandated to be the same price as outside the gate on tobacco and with 5% on wine and spirits on there everyday price compared to outside the gate making it difficult for Navy Exchange to compete or show value. Can you still find deals absolutely just not as many as before and shoppers still have to do there homework unlike before.

Has the mission helped or hinder it's success? Yes and no. I can tell everyday the mission is always the military members. I have many stories of the things I have personally done to make to support the military member such as getting 7 whole pigs for a pig roast for the Marines in Iraq when everyone else said they couldn't. Iraq is a Muslim country and pork is not something you find in a Muslim country. Having familiar things such as food when you are on the front lines makes things easier to bare. MWR overseas is very important and supporting them dividends helps. On the flip side saving money should be a bigger deal and bigger focus. Navy Exchange sales are dropping in the double dights because of the competition and online. Customers are not seeing the value as they were before. At some point the Navy Exchange is going to have to choose wants more important. Savings to customers or dividends to MWR otherwise they maybe out of business.

If you were a military member what would you rather have? Savings now or money given to programs?

Thanks for reading,

Wyatt

Source:

My Navy Exchange.com, 2019 Retrieved from:

<https://www.mynavyexchange.com/nex/enterprise-info/who-we-are>

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Last post **6 hours ago** by Katie Howell

Discussion 2-1

Emily Beam posted Mar 12, 2020 3:46 PM [★ Subscribe](#)

Good Afternoon class!

The company I decided to go with is Disney. It's so near and dear to my heart because as a child I absolutely LOVED going to Disney and now that I have a family of my own and only live a couple hours from Disney we are there all the time and I am so glad I am able to give that

same joy I had to my kids. The mission statement for Disney is *“to be one of the world’s leading producers and providers of entertainment and information. Using our portfolio of brands to differentiate our content, services and consumer products, we seek to develop the most creative, innovative and profitable entertainment experiences and related products in the world.”* Their vision is *“to be one of the world's leading producers and providers of entertainment and information.”*

Disney is definitely succeeding with both their mission and vision. Their number one priority is making sure that their customers are happy and from the moment you step into Disney you feel pure joy and the staff has a lot to do with that. Just look at the transformation they are doing with Cinderella's castle. They are painting the outside pink to make it feel more magical to the guests and it helps the marketing of Disney since the castle is the centerpiece of Disney. (2020). Disney keeps coming up with new ways to keep their parks fresh, new, and family friendly. Just recently they have added Toy Story Land, Frozen in Epcot, and a whole Star Wars themed park which is so magical to all different ages.

Walt Disney Company's Mission Statement and Vision Statement. (2019). Retrieved from <http://panmore.com/walt-disney-company-mission-statement-vision-statement-analysis>

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