

The Foundations for a Successful Business



Marketing Accomplish
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Values

- “What the company sees itself as, what morals it has and the reasons it started the business in the first place.”
- Definition: “the moral or principles and beliefs of a person or group.”
- Company Context: “Company Values are a company’s ethical and moral compass and decision making foundation. They are the ideals and ethics that keeps management unified. They drive decision making in that they are constantly referred to during the decision making process.”



Vision

- Definition: “great perception of future developments.”
- Company Context: “What the company aims to be in the future and what goals they aim to achieve in order to obtain there ultimate objective.”



Mission

- Definition: “a specific task or duty assigned to a person or group of people/ a task or duty that a person believes he or she must achieve.”
- Company Context: “A company mission statement defines what the company does, who it serves, and how it serves its clients. It is designed to provide clarity of focus and direction for those in the company and answers the questions of who they serve and how. It also creates clarity of value for those outside the company and answers the question of whether this company can be of value to me and/or an alternative company.”



Coca Cola

- **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.



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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.



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Our Values

- Our values serve as a compass for our actions and describe how we behave in the world.
- **Leadership:** The courage to shape a better future
- **Collaboration:** Leverage collective genius
- **Integrity:** Be real
- **Accountability:** If it is to be, it's up to me
- **Passion:** Committed in heart and mind
- **Diversity:** As inclusive as our brands
- **Quality:** What we do, we do well



A Family Run Bakery

- Mission: To provide locally sourced, high quality, good value products.
- Values: To maintain high quality produce, good customer relations and have knowledge and friendships bonds with outsources.
- Vision: Whilst increasing customer numbers and growing as a business maintaining quality and initial business values.

The Foundations for a Successful Business

- Values
- Vision
- Mission

