MISSION - VISION

1. WHO ARE WE
2. WHAT DO WE DO
3. HOW DO WE DO "IT"
   WHO DO YOU DO "THIS" FOR

\[ \text{NOW} \quad \text{STRATEGY} \quad \text{FUTURE} \]
STRATEGIC

FINANCIAL
STAKEHOLDERS =

SUPPLIERS  COMMUNITY
CUSTOMERS  SOCIETY
EMPLOYEES  GREEN ENV.
STOCKHOLDERS  COMPETITION
FAMILY, INST.
ALLIES
OBJECTIVES:

1. STRATEGIC
2. FINANCIAL
MISSION - VISION

1) WHO WE ARE
2) WHAT DO WE DO & HOW WE DO IT
3) FOR WHOM

MISSION (NOW) → STRATEGY → VISION (FUTURE)
STRATEGY SETTING PROCESS

TOP

BOTTOM

TOP

BOTTOM

MKTG

ADV, SALES

LOGISTICS
STAKEHOLDERS
(for whom)

CUSTOMERS/BUYERS
STOCKHOLDERS
EMPLOYEES
SUPPLIERS
FINANCIAL INSTITUTIONS
COMMUNITY

COMPETITORS
ALLIES