

# Research paper on ge (general electric)

[Business](#), [Company](#)



## **Management**

### Management

It is therefore very important for a company to rule in the market and this depends on the clearly set mission, vision, values, and goals. To begin with, there must be a health relationship between a company's business model and strategy for the company to exist and grow. For GE, there is absolutely prolific and wide-range in principal, power infrastructure, industrial and consumer equipment infrastructure and investment. This has given the company a reason with purpose for existence. Secondly, GE has been astutely managing with its recently acquirement operations and expansions thus gaining market strength, a big turn-over and helpful feedback, which is a pillar for the company's continuation. Additionally, customers have been confident and satisfied when dealing with General Electric Company therefore they have not had a reason to shift to other company which could arm the company's long-term status, revenue, and assets. This well set governance terms have therefore allowed consistence in GE maintaining its value of quality and depreciation. Besides, this has allowed GE to remain efficient and attractive to buyers, hence creating a complexity in replacement. Consequently, General Electric products have been difficult to replace over the years because of their high quality (Pratt & Whitney, Siemens, and Philips, 2010). Lastly, mission, vision, goals and purpose for existence are therefore to be credited for the immense success of General Electric.

## **References**

Pratt & Whitney, Siemens, and Philips. (2010). Management Theory and Practice- Week three: Organizing as a Management Function. New York, NY: McGraw-Hill/Irwin.