

Mission, vision and values for the company

[Business](#)



As a marketing manager who is appointed, you have to come up with well-established objectives and strategy that will drive the organization to a greater level. The main objective can be being the market leader, maximizing returns of the shareholder. However, for the effective running of the day to day's activities you have to develop a strong mission, vision, and values for the company.

This refers to standards and principles that define us and, it is from this that Stratsim Company will not stray. Hence as a manager, you have to engage the various stakeholders of the company to be involved in activities that promote a positive outlook of the company.

Marketing manager in Stratsim company should bear in mind that core values are important in the growth of the company and that he should establish a good personal relationship with the various stakeholders. For instance, the customers being served on time, tax returns are remitted on time and in full amount, maximizing shareholders return and finally the company should be able to meet their financial obligation such as paying creditors and suppliers. These will help the company develop a good personal relationship since it's the core issue in business.

Mission simply illustrates why companies exist, why the various stakeholders wake up in the morning and do what they do. It also outlines what function the company performs. It distinguishes one company's activity from the other. A good mission is that which represents truth and reality about the company. Management should know that mission statement serves to inform various stakeholders such as management, shareholder, suppliers, government and employees of the company. The statement guides these stakeholders towards a strategic and operational decision.

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