

# [Strategic management: mission, vision, and stakeholders (slp)](https://assignbuster.com/strategic-management-mission-vision-and-stakeholders-slp/)

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Company Mission   
The main mission of Southwest Airline is to provide the highest quality of customer services along with offering customers a friendly and loving environment so that the organizational image can be maintain and customers can be satisfied.   
In addition to this, Southwest Airlines is highly committed to offer equal opportunities to its employees for learning as well as personal growth. The airline appreciates innovation and creativity to improve productivity and at the same time it cares and respects everyone within the organization (Southwest Airlines, 1998).   
Company Vision   
The vision of Southwest Airline is to achieve conservative growth and expand its services in different parts of the world and to become a reliable and trustworthy name in the airline industry. At the same time, Southwest airline aims to improve its technological knowhow and continue improving the quality of services (Southwest Cares).   
Goals and Objectives:   
The goals and objectives of Southwest Airlines are divided into short term and long term goals however generally they have been summarized as follows:   
Improve quality of products and services   
Improve customer satisfaction level   
Improve market share   
Improve technology   
Improve productivity and efficiency   
Mission statement and needs of Stakeholders   
The mission statement, vision and goals and objectives of the company are in line with the needs of the stakeholders as the company has shown concerns regarding employees, environment, customers and other stakeholders of the company and this is one of the reasons why Southwest Airlines has been rewarded several awards (Southwest Airlines Fact Sheet).   
References   
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