

Strategic management: mission, vision, and stakeholders (slp)

[Business](#)



Running Heading: Strategic Management: Mission, Vision, and Stakeholders

Strategic Management: Mission, Vision, and Stakeholders [Name of Instructor]

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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

Southwest Airlines (1998). About Southwest. Retrieved November 16, 2011 from <http://www.southwest.com/html/about-southwest/index.html>

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Southwest Cares. Retrieved November 16, 2011 from <http://www.southwest.com/assets/pdfs/corporate-commitments/southwestcares.pdf>