

Marketing (mission and vision statements)



Introduction The recent years have seen an unprecedented advancement in technology that has affected every aspect of one's life. Of all the hi-tech gadgets, the computer and its related fields have been able the ones that have totally redefined the lives of the masses. Therefore, in the era of rapid globalization, the businesses have become more competitive thereby making it imperative for the working force to become more flexible and swiftly adapt to the changing technologies and work environments, especially when the business is spread across the different countries. Internet with its wide implications has revolutionized the concept of the distance and time thus facilitating wider scope for personal and professional growth. It has become an indispensable part of our daily life and a necessary business tool with its wide range of applications in the ever expanding and competitive global environment. To encash the emerging new trends, ' Fibredyne', a recent entrepreneurial venture in the promising new concept of FTTH (fibre to the home), has entered in the field of optical fibre network. The enterprise needs to develop futuristic strategic plans to meet its vision and mission statements.

Vision Statement

Fibredyne has entered into this field with the express vision of being a one point service provider for all the state of the art technology needs of the people. In the fast advancing technology, the company plans to become the unique hub that would provide its customers with all their futuristic needs.

Mission Statement

The mission statements of the company are designed to meet the needs and requirements of the customers through well planned strategy which would help fulfil the long term vision of the organization. Emerging markets are

crucial in the era of globalization and can be defined as the new area with high income and where the demand for the product can be created with relative success. Therefore, the organization's mission statements are important and sincere declaration of its objectives and aims. The following statements comprise of organization's mission:

1. Provide quality customer service that facilitates customer satisfaction at all levels of interaction, meeting their requirements and demands.
2. Anticipate customer's changing needs and provide multiple services from single window.
3. Become the best service provider in the field of communication technology and deliver services that range from providing infrastructural facilitation of the optic fibre networking to the hi-tech gadgets of all kinds, including computers, entertainment, telephony, broadband services etc. that would address the multiple demands of the customers.