

## VISION

Vision is a **statement of the future**. It articulates the basic characteristic that shape organisations strategy. It indicates **where the organisation is headed** and what it intends to be.

### **Vision, Mission and Objectives in Business:**

‘Strategy Formulation’ i.e., developing vision, mission, objectives and goals is the most important step of strategic management model. This step is considered as a path forming step, and provides the direction to organisation for movement in future.

**Vision:** There is a quote that ‘great visionary can foresee the future in advance and take steps accordingly to be at forefront’.

So, we can conclude that;

1. Vision provide a road map to Company’s future.
2. Vision indicates the kind of company management is trying to create for future.
3. Vision specifies about company intention and capabilities to adapt to new technologies.
4. Vision also specifies management policies towards customers and societies.

### **A strategic vision**

A strategic vision describes management’s aspirations for the future and delineates the company’s strategic course and long-term direction. Well-conceived visions are distinctive and specific to a particular organisation; they avoid generic, feel-good statements. A number of organisations have summed up their visions in a brief phrase for e.g.

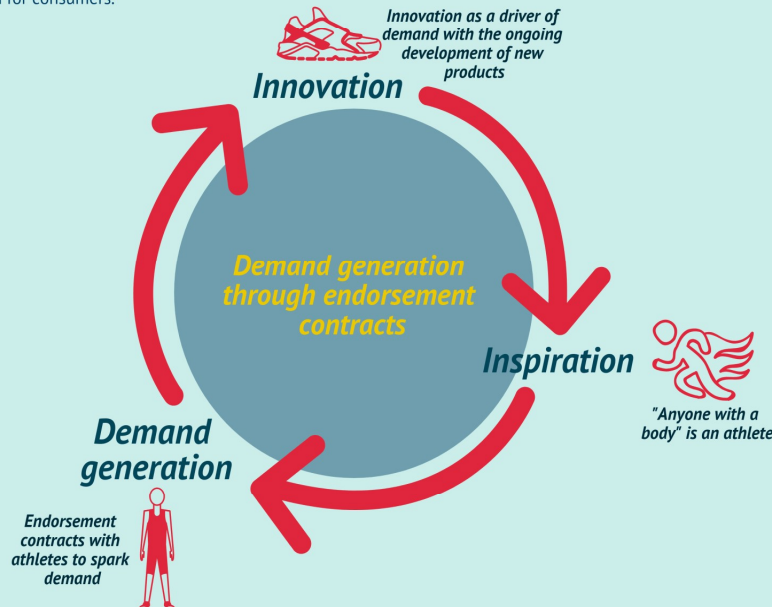
- Nike: ‘To bring innovation and inspiration to ever athlete in the world.’

Nike’s vision is “To bring inspiration and innovation to every athlete in the world.” While its mission statement is to “do everything possible to expand human potential.

- Dabur: ‘Dedicated to the health and well-being of every household.’
- Infosys: ‘To be a globally respected corporation that provides best-of- breed business solutions, leverage technology, delivered by best- in class people.’

## Nike Mission Statement and Vision Statement

Nike vision is "to bring inspiration and innovation to every athlete in the world." While its mission statement is to "do everything possible to expand human potential. We do that by creating groundbreaking sport innovations, by making our products more sustainably, by building a creative and diverse global team and by making a positive impact in communities where we live and work." Nike can generate demand for its products through successful marketing campaigns primarily driven by endorsement contracts with top athletes and public figures that make its brands, always top of mind for consumers.



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Therefore, there are three elements to **Nike vision** and **mission**:

**Nike vision** statement can be summarized as:

*to bring inspiration and innovation to every athlete in the world*

- **Inspiration:**  
As a consumer company Nike has learned how to leverage **marketing to generate and stimulate demand**. This is at the core of the Nike **business model**. Indeed, Nike spends billions of dollars each year to boost demand for its products.
- **Innovation:**  
Nike positions itself as an innovative company that is willing to innovate its products over and over. This is another critical element as innovation implies the substitution of the old for the new. Thus, it enhances its sales over time, this is part of Nike flywheel
- **To every athlete:**  
*Who's an athlete for the company?*  
According to Nike "if you have a body, you are an athlete." This connects to the inspirational element. Most of Nike slogan follows an inspirational tone, and that is part of its **demand generation strategy**.

