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Running Head: Branding-Vision & Mission Statement  
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Brand Image Marketing

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Assignment 5

Branding-Vision & Mission Statement

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### **Importance of a vision and mission statement for a brand**

A brand's entire strategy relies heavily on its vision and mission statements. They are the bedrock upon which an organization is built, providing direction for its mission, values, and objectives. They give a business a feeling of purpose and direction and aid a company in defining its purpose and guide day-to-day activities (Arias-Coello et al., 2020).

A vision statement is a short statement that describes the company's ideal future. It is a declaration of the company's long-term goals and aspirations for the future. A vision statement should be compelling and aspirational to urge stakeholders to strive towards it and reflect the company's fundamental values and guiding principles.

A company's mission statement is an official declaration of the firm's focus and approach. It describes the company's services, procedures, and target demographic (Arias-Coello et al., 2020). Since it guides decision-making and helps connect the company's activities with its aims and values, a mission statement should be clear, concise, and simple to comprehend.

A brand's internal and external stakeholders benefit significantly from having access to a well-articulated vision and mission statement. As a result, the company's actions align with its stated values, and its stakeholders have a clearer picture of the organization's purpose (Arias-Coello et al., 2020). In addition, conveying the value proposition and positioning of the brand, vision and mission statements may set it apart from the competition.

### **An example of the vision and mission statement of an existing brand**

An example of the vision and mission statement of a well-known athletic apparel brand, Nike:

Vision statement: "To bring inspiration and innovation to every athlete in the world. If you have a body, you are an athlete".

Mission statement: "Our mission drives us to do everything possible to expand human potential.

We do that by creating groundbreaking sports innovations, making our products more sustainably, building a creative and diverse global team, and positively impacting communities where we live and work."

### **The analysis of the Nike brand's alignment with its vision and mission statement**

Nike is a well-known company because of its dedication to inspiring athletes and encouraging everyone to get moving. Their mission statement, "To bring inspiration and innovation to every athlete in the world," exemplifies their commitment to fostering a climate of creativity and inspiration in the sporting world. Nike's stated aim is "To expand human potential"; this is the company's commitment to assisting individuals in realizing their maximum potential via participation in sports and other forms of physical exercise.

Nike's activities have consistently reflected the company's stated values and goals. The corporation has shown its dedication to athletic greatness by constantly releasing groundbreaking items and sponsoring prominent athletes and sports teams.

Nike's environmental initiatives are also consistent with the company's stated goals and values. Significant progress has been achieved in using sustainable materials, adopting environmentally friendly production processes, and reducing its carbon footprint. Nike's involvement with the Global Alliance for Workers and Communities and the Better Cotton Initiative, among others, is

further evidence of the company's dedication to advancing social justice and responsible business practices.

Regarding social responsibility, Nike has long funded and supplied underprivileged children's sports programs with equipment and resources. In addition, they are strong proponents of diversity and inclusion programs, such as those that forge alliances with LGBTQ+ groups and encourage women's participation in sports.

### **Vision & mission statement for Mofra's Construction Corp.**

Vision statement: "Empowering communities by building sustainable and innovative structures that shape the future of New York City."

Mission statement: "Our mission is to provide exceptional construction services prioritizing safety, sustainability, and customer satisfaction. We are committed to working closely with our clients to deliver innovative solutions that meet their unique needs while minimizing our environmental impact and promoting the well-being of our communities. At Mofra's Construction Corp, we are dedicated to building a brighter future for New York City, one sustainable and innovative structure at a time."

### **Conveying your vision and mission statements in your brand operational activities**

Mofra's Construction Corp has a vision and objective that we want to communicate via our brand's operational actions. Incorporate sustainability and innovation into construction methods: We would prioritize sustainability and innovation in all our building methods. For example, we might upgrade our building methods using state-of-the-art technology and deploy energy-efficient designs (Kopaneva, 2019).

Keeping lines of communication open with customers would be our top priority to guarantee that their requirements and expectations are fulfilled. Building dependable, long-lasting bonds with our customers is crucial to delivering on our promise of premier construction work (Bezirgan, 2020). Ensure that safety measures are taken at every stage of the process, from initial planning through managing the building site. Regular safety training for employees, establishing safety policies and procedures, and performing routine safety inspections are all possible means toward this end.

To better understand the communities we serve, we would try to interact with them and learn about their needs and concerns. There are several ways to do this, such as hosting or attending community activities, funding neighborhood projects, or providing new employment possibilities for locals. According to Bezirgan, M. (2020), Aligning our daily operations with our vision and mission statements will help us become known as a reliable and trustworthy construction firm that promotes New York City's progress toward a brighter, more sustainable future.

### References

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