

Business Planning

- 1. Choose Three of your favorite brands. Go to their website and look up their mission/vision/values. Then do a media scan and explain whether their strategic initiatives are compatible with their mission/vision/values. (One paragraph) 5 pts**

1. Apple's Mission Statement: "To bring the best user experience to its customers through its innovative hardware, software, and services."

Apple's mission statement aligns with its strategic development by continuously providing innovative products to its consumers by delivering new and innovative products.

2. Nestlé's Mission Statement: "**Good Food, Good Life**" "is to provide consumers with the best tasting, most nutritious choices in a wide range of food and beverage categories and eating occasions, from morning to night."

Nestle's mission statement aligns with the company's strategic initiative since the organization provides various nutritious products. The products include snacks, breakfast foods, and nutritional meals for its consumers throughout the day, including breakfast, lunch, and supper.

3. Nike's Mission Statement: "To bring inspiration and innovation to every athlete* in the world."

Nike's mission statement is compatible with the organization's strategic initiative; this is because Nike employs emotional marketing to inspire its audience to do more and innovate. The brand uses sports celebrity endorsements that encourage other athletes and sports enthusiasts.

2. **Mission Statement Pre-Test**

Match the following mission statements with the correct brand(s) that they represent.
10 pts

- Macys – Target - Forever 21 - Urban Outfitters – Patagonia – JCPenney - Kohl’s

1. Lifestyle merchandising is our business and our passion. The goal for our brands is to build a strong emotional bond with our customers.

Urban Outfitters.

2. Work and win together to achieve superior performance.

JCPenney.

3. Your preferred shopping destination in all channels by delivering outstanding value continuous innovation and exceptional guest experiences by consistently fulfilling our ‘expect more, pay less’ promise. **Target.**

4. To provide shoppers with an unprecedented selection of today’s fashions, always changing and always in style. **Forever21.**

5. Make the best product; cause no unnecessary harm; and use business to inspire and implement solutions to the environmental crisis. **Patagonia.**

3. **Give an example of a brand for each category:**

10 pts

1. **Designer:** Chanel, Calvin Klein, Gucci, Dior.

2. **Contemporary designer:** Kate Spade, Ralph Lauren, Michael Kors.

3. **Bridge:** Michael Kors, Lauren by Ralph Lauren, and DKNY by Donna Karan.

4. **Moderate:** Express, Zara.

5. **Contemporary fast fashion:** Zara, H&M, Forever21.