**UBER mission statement**

**“Uber is evolving the way the world moves. By seamlessly connecting riders to drivers through our apps, we make cities more accessible, opening up more possibilities for riders and more business for drivers.”**

Products:

Almost All type of vehicles for ride.

Customers:

People all over the world, include students, professionals, normal peoples and families.

Differences:

Low prices, and make cities more accessible.

**Nestle mission statement**

**“Nestlé is...  
...the world's leading nutrition, health and wellness company. Our mission of "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.”**

**Products:**

**Best tasting, nutritious food and beverages.**

**Customer:**

**People all across the world.**

**Differences:**

**Provides their products from morning to night.**

### McDonald's mission statement

**“McDonald's brand mission is to be our customers' favorite place and way to eat and drink. Our worldwide operations are aligned around a global strategy called the Plan to Win, which center on an exceptional customer experience – People, Products, Place, Price and Promotion. We are committed to continuously improving our operations and enhancing our customers' experience.”**

**Products:**

Eating and Drinking Products.

**Customers:**

People worldwide.

**Differences:**

Working strategy plan to win based on an exceptional customer experience.

Peoples,Products,Place,Price,promotion.

### Apple mission statement

***"Apple is committed to bringing the best personal computing experience to students, educators, creative professionals and consumers around the world through its innovative hardware, software and Internet offerings."***

**Products:**

**Iphone, Macs, ipad, ipads and their features.**

**Customers:**

**People all over the world.**

**Differences:**

**Revolutionary Iphone and App store and the defining future of phones and computing devices with ipad.**

**Amazon’s mission statement**

“**We strive to offer our customers the lowest possible prices, the best available selection, and the utmost convenience.**”

**Products:**

All products available on Amazon.

**Customers:**

People all cross the world, who are into online shopping.

**Difference:**

Lowest Prices.