## 2.Coca-Cola Company Mission and Vision Statements: Description

The mission statement (purpose) of Coca-Cola Company is to make a difference on the way to “refresh the world” (Ref-A1B2C3). The vision of Coca-Cola is to craft the brand items that people love as they help them to refresh the spirit and the body either in hot or cold weather (Ref-D4E5F6). The mission and vision statements of Coca-Cola are those to promote the features of sustainable business aimed to deliver brands and high-quality products to satisfy the versatile tastes of customers. The significance of this business and ethical values are in the flow of the specified items that are helpful to distinguish between sustainable business features and optional qualities of the company that makes soft drinks of the company differentiated from the similar products of the competitive organizations. In terms of brand development, the brand features are in the specified list of determining priorities that are valuable for this sustainable business.

### 3.Coca-Cola Mission and Vision Statements: Critique

a.The Mission Statement of Coca-Cola is good because it complies with the certain 5 criteria specified in Section 1 of this paper. Firstly, the specified mission statement reflects the purpose of the organization in full in terms of mirroring the key objectives presented in the role of the crucial factors for organizational effectiveness. Secondly, the mission statement of the company is culture-specific as it is oriented on the global cultural unity in diversity of different nations. On this account, the overall organizational business strategy has to be effectively operationalized, institutionalized and controlled for the more applicable modes of implementation incorporated in the canvas of the firm (Ref-A1B2C3). Thirdly, Coca-Cola’s mission statement is clearly aligned with the changes and challenges in response to efficient corporate planning and top strategic decisions. Fourthly, the mission statement of Coca-Cola is in the row of the successful planning of the product differentiation modes, so the organization is strong enough to overcome barriers in reaching effective solutions for the operational planning. Fifthly, the mission statement of Coca-Cola is strong enough to reflect the features and qualities of successful products and services included in the product lines of the company, so they are in the flow of the achievements of the human capital.

b.The justification of the Vision Statement of the Coca-Cola Company is aligned with the necessary 5 elements or criteria that make the future difference for the people that use the advanced features in compliance with the user’s expectations for the high-quality of the brand items manufactured by Coca-Cola. Firstly, the Vision Statement of Coca-Cola is good in terms of the provision of the principles of the true alignment with the company’s purposes and operational features as for the financial opportunities, logistics, etc. As these features are those in the shortlist of the company’s expected outcomes, it is true that the expectations are valuable and rationalized in terms of the outlined features and justified objectives of the corporate effectiveness.

In this relation, Williams (Ref-LK79X2) suggests that effective mission and vision statements of the companies are those that are aligned with the high-performing outcomes with the strong business identities. In alignment with the second specified criteria, Coca-Cola expects to become dependent on the culture-specific and ethical variances so they are in the flow of the differences for the notable differentiated product features. Thirdly, the company’s vision is relevant to the organizational perspectives for the variances of effective strategic planning. Fourthly, the company expects to become effective in the provision of the differences that make the company unique and different from the other competitive organizations in terms of the generation of creative ideas and brand solutions. Lastly, the vision of the company is functional, so it is aligned with the operational qualities that are good for Coca-Cola’s influential developmental potential.

## Conclusion

The organizational sense of ethics is evident for Coca-Cola’s inclusion of appropriate values such as environmental sustainability, cultural applicability, and customer-centered approach. Coca-Cola has both intrinsic and extrinsic values that help in the development of an effective organizational business strategy. The high-quality decision-making for Coca-Cola is centered on the specific qualities that are appropriate for the overall flow of the company’s perspectives. As for the outlined differences, it is evident that Coca-Cola is an influential player in the field of tailoring the standards of corporate business ethics. The organization relies on the flow of the factors that help the company make decisions tailoring the strategy as it is highlighted and aligned with the mission and vision statements. The Coca-Cola company promotes values of human resourcing training, environmental sustainability, and corporate effectiveness. In terms of the flow of the organizational values, the ethical values are good to be understood in relation to optional business strategies and models in response to changes and forthcoming challenges for effective rationalized business planning. The models of control and monitoring of the professional challenges and changes have to be operationalized in alignment with the vision and mission statements. The presented Case Study highlights the overall inspection of the priorities that are influential for the further progress of the organization.