# 1 - Introduction - description 150 10%

## Spotify

With the growing size of streaming platforms vs physical, there is only one company that comes to mind, Spotify. Spotify is a music streaming platform who has been around since 2006 and is the most popular music streaming service. Figure 1 shows the increase in streaming subscriptions vs physical formats, which is why companies like HMV has suffered due to this shift from traditional sales to streaming services.



(Figure 1)



(Figure 2)

Spotify has over 217 million users.

# 2 – Main body

## 2.1 - Evaluation of Organisations 400 words - 25%

Spotify’s mission statement is as follows:

*“To unlock the potential of human creativity by giving a million creative artists the opportunity to live off their art and billions of fans the opportunity to enjoy and be inspired by these creators”*

Spotify’s vision statement is as follows:

“*We envision a cultural platform where professional creators can break free of their medium’s constraints and where everyone can enjoy an immersive artistic experience that enables us to empathize with each other and to feel part of a greater whole.”*

HMV’s mission statement is as follows:

HMV’s vision statement is as follows:

## 2.2 - Evaluation of e-commerce 400 words - 25%

## 2.3 - Comparative analysis 400 words - 25%

Ports Five Forces

# 3 - Conclusion 150 words - 10%

# 4 – References

Mission Statement Academy (2019) *Spotify Mission and Vision Statement Analysis*. Available at: <http://mission-statement.com/spotify/> (Accessed 23/10/2019)

BBC News (2018) *HMV: Did streaming cause retailer to fail?.* Available at: <https://www.bbc.co.uk/news/technology-46703208> (Date accessed 23/10/19)

# 5 – Appendix

## 5.1 – Appendix 1



## 5.2 – Appendix 2