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**Course:** Principle of Management

**Section:** EM

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## Assignment 02

### 15 companies vision and their country of origin

1. **Tesla:**  
**Vision:** To accelerate the world's transition to sustainable energy.  
**Country of origin:** San Carlos, California, United States
2. **Nike:**  
**Vision:** Bring inspiration and innovation to every athlete in the world. If you have a body, you are an athlete.  
**Country of origin:** Eugene, Oregon, United States
3. **MVMT:**  
**Vision:** Style shouldn't break the bank.  
**Country of origin:** American U.S. and Canada.
4. **Warby Parker:**  
**Vision:** To offer designer eyewear at a revolutionary price, while leading the way for socially conscious businesses.  
**Country of origin:** American U.S. and Canada.
5. **Shopify:**  
**Vision:** Make commerce better for everyone, so businesses can focus on what they do best: building and selling their products.  
**Country of origin:** Canadian.
6. **Patagonia:**  
**Vision:** Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis.  
**Country of origin:** Ventura, California, United States.
7. **IKEA:**  
**Vision:** To create a better everyday life for the many people.  
**Country of origin:** Älmhult, Sweden.
8. **TED:**  
**Vision:** Spread ideas.  
**Country of origin:** Monterey, California,
9. **Amazon:**  
**Vision:** To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online.  
**Country of origin:** Bellevue, Washington, United States.

10. Southwest Airlines:

**Vision:** To become the world's most loved, most flown, and most profitable airline.

**Country of origin:** San Antonio, Texas, United States.

11. Google:

**Vision:** To organize the world's information and make it universally accessible and useful.

**Country of origin:** Menlo Park, California, United States.

12. Asos:

**Vision:** Become the world's number-one destination for fashion-loving 20-somethings.

**Country of origin:** British.

13. L'Oréal:

**Vision:** To provide the best in cosmetics innovation to women and men around the world with respect for their diversity.

**Country of origin:** Paris, France.

14. Bulletproof:

**Vision:** Help people perform better, think faster, and live better.

**Country of origin:** United Kingdom.

15. Honest Tea:

**Vision:** Create and promote great-tasting, healthy, organic beverages.

**Country of origin:** United States.