**Name:** Muhammad Fahad

**ID:** FA19-BSSE-0014

**Course:** Principle of Management

**Section:** EM

**Teacher:** uzma khan

Assignment 02

# 15 companies vision and their country of origin

### Tesla:

**Vision:** To accelerate the world’s transition to sustainable energy.

**Country of origin:** San Carlos, California, United States

### 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

### MVMT:

**Vision:** Style shouldn’t break the bank.

**Country of origin:** American U.S. and Canada.

### 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.

### 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.

### 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.

### IKEA:

**Vision:** To create a better everyday life for the many people.

**Country of origin:** Älmhult, Sweden.

### TED:

**Vision:** Spread ideas.

**Country of origin:** Monterey, California,

### 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.

### Southwest Airlines:

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

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

### Google:

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

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

### Asos:

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

**Country of origin:** British.

### Loreal:

**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.

### Bulletproof:

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

**Country of origin:** United Kingdom.

### Honest Tea:

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

**Country of origin:** United States.