

Evaluating the vision and mission statements at Harley-Davidson

Answer

How many of the eight characteristics of an ideal mission statement are present in Harley-Davidson's mission statement?

The following are the ideal mission characteristics that can be identified from Harley-Davidson;

1.) Basic products/services offered

- The mission statement definitively brings up giving bike brands as items and their connected services.

2.) Primary markets

- As per the mission statement of Harley-Davidson, the firm expects to give motorcycles and motorcycling services to motorcyclists as well as the general public.

3.) Business self-concept

- From the mission statement, the workers can take on reliable and quality service provision ideas. The stockholders correspondingly by perusing the mission statement, come out as comfortable with the sorts of services and products presented by the Harley-Davidson firm.
- The mission statement of Harley-Davidson, however, failed to recognize its administrative way of thinking, the fundamental concern for endurance through productivity and growth, the innovation to be utilized underway of the bikes, the benefits, interesting highlights, and advantages presented by motorcycles.

Harley-Davidson's mission statement

- Harley-Davidson Inc, is an action-oriented, worldwide organization, a leader in its responsibility, to continuously improve on our commonly beneficial relationships with stakeholders (clients, providers, employees, shareholders, legislatures, and society). Harley Davidson accepts the way to progress is to balance stakeholders' interest through the strengthening, all things considered, to zero in on value-added activities.
- A vision is a statement detailing the future yearnings of an organization or an establishment (Collins and Porras, 1991). The eight ideal vision proclamation attributes are; brief, stretch, inspiring, understandable, focused, current, time-bound, and verifiable.