**A2 Business Studies, Corporate Culture**

*Task: Judge from the following mission statements, the businesses’ corporate culture style*.

**Virgin Atlantic Mission Statement**

**Safety**, **security** and **consistent delivery** of the basics are the foundation of everything we do.  
  
The success of our three year strategy requires us to build on these foundations by focusing on the **business** and **leisure** markets and driving **efficiency** and **effectiveness.**

**M & S Mission Statement**

Vision - To be the standard against which others are measured  
Mission - To make aspirational quality accessible to all   
Values - Quality value, service, innovation and trust

**Morrisons Mission Statement**

## Our Vision – to become the ‘Food Specialist for Everyone’

Our fresh food production, delivery and in-store preparation gives us control over cost, quality and freshness. Bring this together with our great prices and great shopkeeping skills and our vision is clear. Food specialist, because our expertise helps us deliver fresher food than anyone else; For everyone, because our great food is also great value  
  
**Tesco Mission Statement**

*Our core purpose is* ***to create value for customers to earn their lifetime loyalty****.*

*Our success depends on people. The people who shop with us and the people who work with us.*

*If our customers like what we offer, they are more likely to come back and shop with us again.*

*If the Tesco team find what we do rewarding, they are more likely to go that extra mile to help our customers.*

*This is expressed as two key values:*

* *No-one tries harder for customers, and*
* *Treat people as we like to be treated.*  
  *We regularly ask our customers and our staff what we can do to make shopping with us and working with us that little bit better*.