**BUSINESS STRATEGY AND DECISION-MAKING**

**Learning outcome 1: Activity 1**

**Strategy terms in practice**

Example: Apple mission statement:

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| ***Apple is committed to bringing the best personal computing experience to students, educators, creative professionals and consumers around the world through its innovative hardware, software and​ Internet offerings.*** |

TASKS

**In pairs/small groups**

1. Evaluate Apple’s mission statement. What message does it convey?
2. How does Apple demonstrate it is fulfilling its mission in practice?

*Give feedback and discuss with group.*