

Práctica 7. - To describe mission, vision and strategy in Regal Marine.

Mission:

The mission of Regal Marine has several dimensions:

- To provide value, quality and satisfaction to our customers.
- To operate with integrity, honesty and character.
- To make profit and to share the profit with the people in the organization.

Vision:

“To create best-in-class products with distinction to make the customer feel like they are investing in a very special product.”

Strategy:

Regal Marine’s strategy includes a combination of differentiation, cost leadership and response.

Differentiation.

- Best-in-class products. Distinct products.
- Operation strategy that drives the boat manufacturing process.
- Several different models
- Patents

Cost leadership.

- Reducing cycle time
- Improving processes
- Using alternative products

Response

- World-wide distribution
- Quality vendors