

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

The Mission

The Mission in Regal Marine can be resumed in three words: value, quality and satisfaction. The Regal Marine's work is to make luxury boats around the world, giving the best quality and providing satisfaction to his consumers. On this way the company earns a lot of money which is distributed among his employees, this allow to have more involved employees.

On the other hand we can say that Regal Marine takes a great deal of care over integrity, and honesty in his company, this fact has allowed them to become the third boat manufacturing company in the world.

The Strategy

The main thing which represents the strategy of Regal Marine is his quality, they has work very hard to get differentiation and prestige. They bet on new technologies like CAD to make this real and now, they have a lot of distributors in many countries.

The Vision

The vision of Regal Marine has been to perfect his work to aim his production to rich people. These kinds of products are very expensive, and it's better pay more in exchange of get more quality.

Another thing to describe the vision on Regal Marine is that they have known how to expand their selves creating a great world-wide distribution with quality vendors.