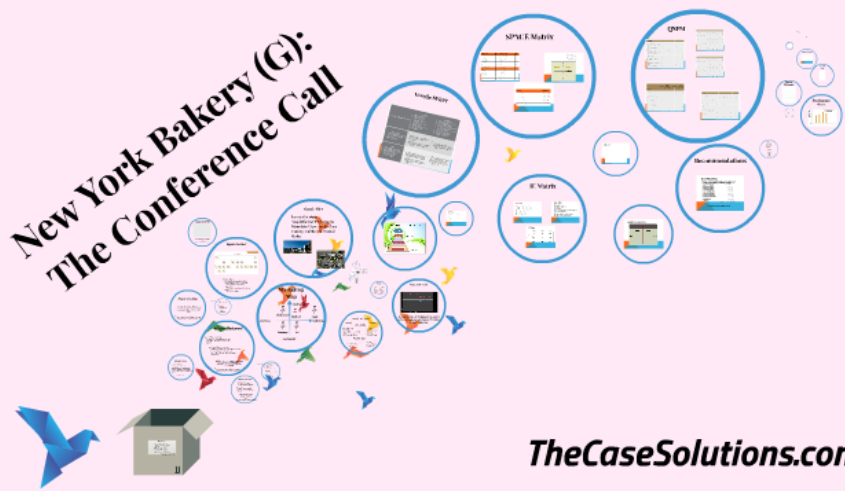
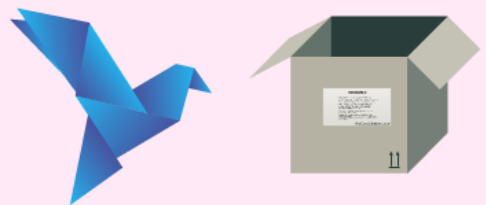


# New York Bakery (G): The Conference Call



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# New York Bakery (G): The Conference Call



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# ***Introductions***

- Sarah Barnes: Business Management Major, presenting Google's Vision and Mission Statements & Strategy Implementation Slides 2-7 & Slides 55-61
- Alexa Kamenik: Business Management Major, presenting Internal Assessment & Strategy Evaluation Slides 8-21 & 62-64
- Shawn Petrik: Business Management, External Assessment Slides 22-31
- Bradford Sunnucks: Business Administration, Strategy Formulation & Conclusion , Slides 32-54 & Slides 65-67

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# ***Setting the Scene***

- Analyzing Google from 2014-2016
- Google is a company that provides knowledge at the click of a mouse.
- Some of their products include Web (search, toolbar), Mobile (maps, search), Business (analytics, Cloud, domains), Media (Youtube, Google Play), Geo (Earth, maps), Home & Office (Docs, Gmail), Social (Google plus, Blogger)

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## ***Purpose of Analysis***

Our group chose Google because it is a well known company and to understand what their strengths and weaknesses were.

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# ***Mission Statement***

**Google's Mission Statement:**  
is "To organize the world's information  
and make it universally accessible and  
useful."

**Our Revised Mission Statement:**  
"To bring innovative, breakthrough technology  
to our customers, employees, and  
environment with quality and assurance  
nationwide."

**Our Mission statement encompasses what Google  
has become where their original Mission  
statement is more of who they were when they  
first started out.**

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# ***Vision Statement***

## ***Google's Vision Statement***

***Google does not have an original vision statement for their company but they do have a list of 10 statements that the company values.***

## ***Our Vision Statement***

***"At Google we push the envelope and find the newest way of the cyber speed of light to bring everyone around the world the best way to search into the future!"***

***Our Vision statement is improved because it tells exactly what Google is about and a look into the future.***

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## ***Competitor's Mission & Vision Statement***

### ***Amazon's Mission Statement:***

***"It's our goal to be Earth's most customer-centric company, where customers can find and discover anything at Amazon.com."***

### ***Amazon's Vision Statement***

***"Our vision is to be earth's most customer centric company; to build a place where people can come to find and discover anything they might want to buy online."***

### ***Analysis of Amazon***

***Amazon focuses on buying and selling product where Google is focused on their search engine abilities***



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## ***Internal Assessment***

### ***Financial***

***Current Ratio: 4.67***

***Price to Earning: 34.18***

***Return on Assets: 11.74***

Source: [http://  
www.marketwatch.com/  
investing/stock/goog/profile](http://www.marketwatch.com/investing/stock/goog/profile)