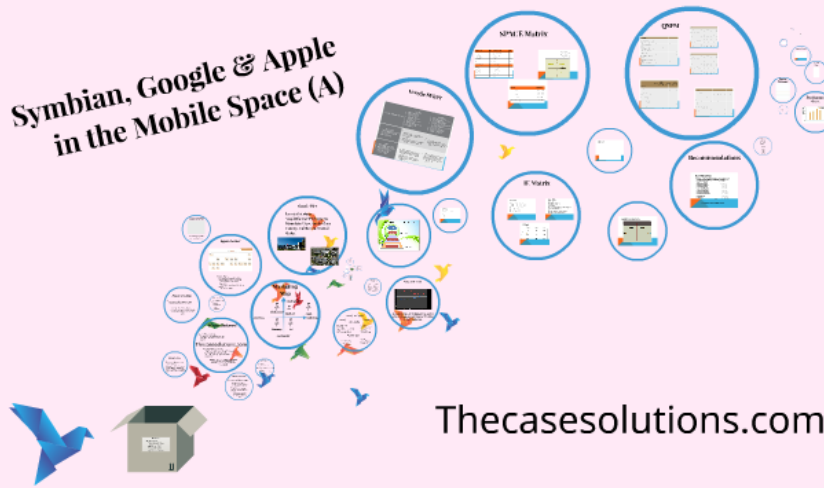
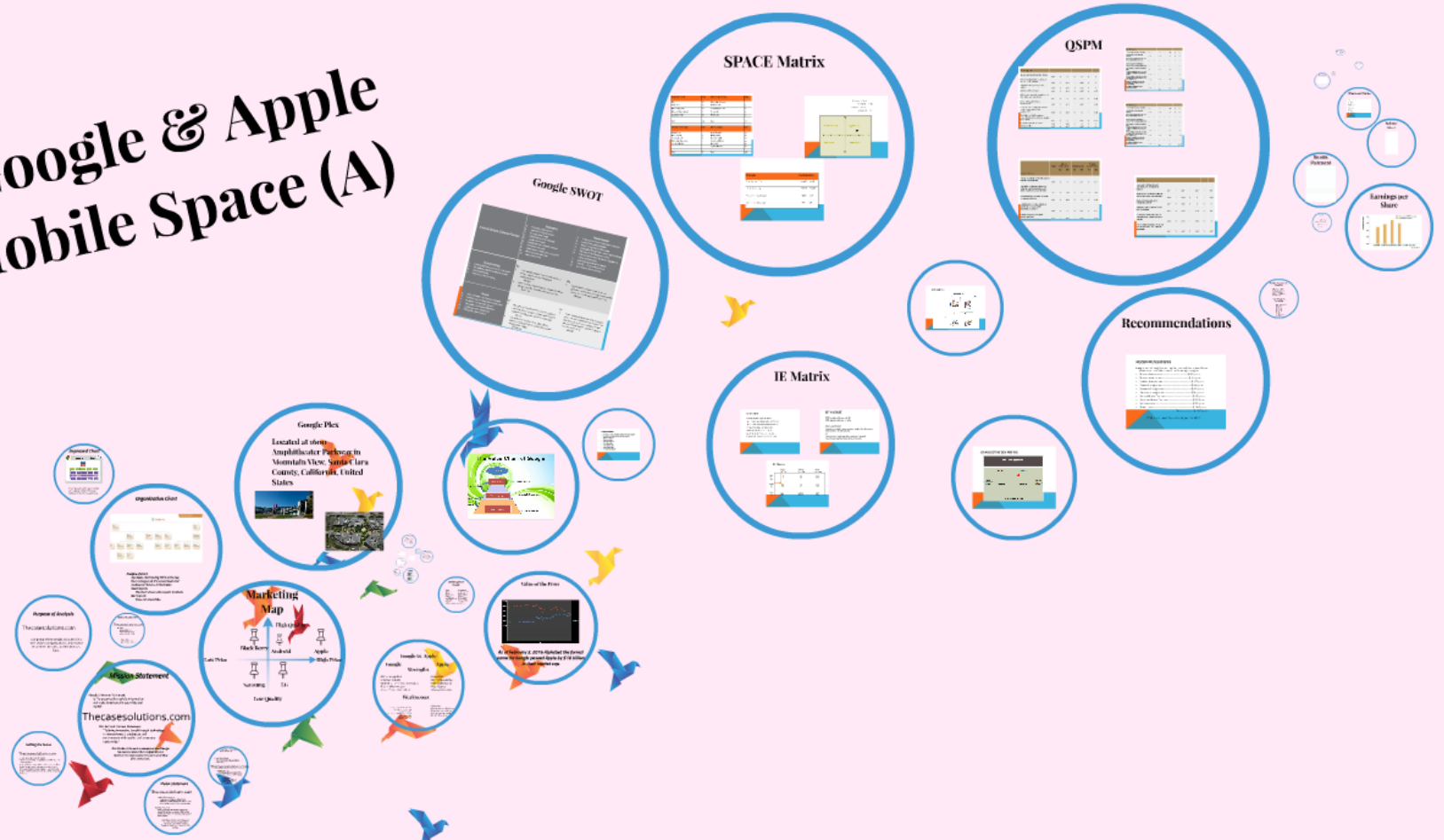


Symbian, Google & Apple in the Mobile Space (A)

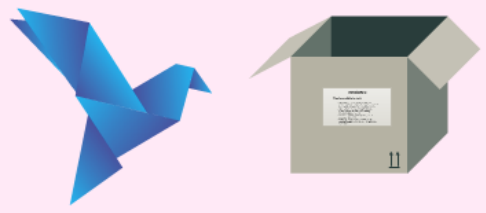


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Symbian, Google & Apple in the Mobile Space (A)



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Introductions

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- 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

Setting the Scene

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- 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)

Purpose of Analysis

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

Mission Statement

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

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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

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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.

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."

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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

Internal Assessment

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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)