

Every business has elements of strategy to become successful. A business must stay competitive by executing and carrying out an effective strategy in order to thrive. 'A strategy is a long-term plan that you create for your company to reach the desired, future state you envision. A strategy includes your company's goals and objectives, the type of products/services that you plan to build, the customers who you want to sell to and the markets that you serve to make profits' (Reddy, 2018). An example of an organisation that understands this would be Amazon, a platform in which provides a distribution of a range of products, services, and entertainment around the world. They have been successful for years because their strategy works around their vision as well as mission. This business is known as the most customer-centric company in the world.

The vision is Based on goals and aspirations, 'it is the overall desired image of what the business should like in the future. A vision statement provides employers and employees with direction, purpose, motivation as well as inspiration to achieve the desired outcome for their business' (Victoria, 2022). One of the things every brand is going to need if it wants to achieve success is a mission statement. A mission statement is "a sentence describing a company's function, markets and competitive advantages; a short-written statement of your business goals and philosophies" (Mannino, 2020). The mission statement of a business will not guarantee success; however, it does improve chances of success. The mission makes the company aware and brings attention to the future goals for the business, as well as this it also lets the customers know the purpose of the business. An example of the vision statement from Amazon states, 'We aim to be Earth's most customer centric company. Our mission is to continually raise the bar of the customer experience by using the internet and technology to help consumers find, discover and buy anything, and empower businesses and content creators to maximise their success' (Amazon, 2018). The difference between the mission and business statement is that the mission statement focuses on the present and defines what the business is and what its current objectives/ goals as well as the approach to reaching those objectives. A vision statement looks at the organisations long-term desired future position which would be their aspirations/destination and includes its greater purpose.

64% of people don't understand their organisation goals. From making employees more aware of this, this can create an increase on their efforts and provide a much more goal driven environment. Engaging and motivating employees is crucial for the successful running of a business. Once employees understand the goals, objectives, and achievements, this creates a workplace that would be highly driven for the success of the organisation as they

are more engaged by having a purpose which would increase workers abilities and motivates them to carry out the highest value of work done.

Teamwork is another crucial element that creates a successful running of a business. Cooperative and collaborative working is what builds an efficient and a smooth working organisation. 'In simplest terms, cooperation is about working with others to achieve your own goals. Collaboration, on the other hand, is about working with others to produce something together and achieve shared goals. (ESG, 2021)' cooperation means working together to achieve a goal. By having a team or someone you can share these goals and ideas with, this would help with meeting the needs of the organisation. The goals would be harder to meet if there was no cooperation involved with other partners. Cooperation creates a level of trust between employers and customers as problems can be solved more efficiently and professionally, creating a better reputation for a business. Collaborative working impacts the growth and success of a business, by collaborating creates a more productive environment as problem solving becomes easier and provides remote teams that are more efficient.

Examples of organisation that use cooperative and collaborative working efficiently in today's world would include fast food chains and restaurants as well as grocery stores. With an increase in food delivery and production industry in which evolved due to the COVID-19 Pandemic less people are going out often to use these services. Companies like Mcdonalds, KFC, Tesco, Asda, have all adapted and collaborated with other organisation like, uber eats, just eat, Deliveroo. From cooperating with these organisations, this also creates a more diverse market for both the delivery and production industry. This is because businesses collaborating with each other means that more variety of people can engage with multiple businesses through one app or organisation. The concept of cooperative and collaborative working is amazing, one business such as Mcdonalds would be shared on another platform for customers to see like Deliveroo, they can also be shared on another platform like Just-Eat, for another customer group to see, a business shared on multiple platforms means that they will have a wider customer base for both parties, increase in sales, and an increase in the market distribution of the business is more likely to be seen by larger number of customers on a daily bases. These organisations can independently deliver their own products, however by cooperating and collaborating with others shows to be much more beneficial.

There are factors in which affect the differences in behaviour of individuals and groups. Friedman and Rosenman 1976 (both cardiologists) conducted a study in which shows Type

A and a type B of an individual. Type A would tend to thrive on hard work; however, they are more vulnerable to a stress related heart disease. Characteristics of a type A person include impatience, aggressiveness, and a high need for achievement. Type B have completely the opposite characteristic's, they are easy-going, work at a relaxed pace, and do not show overt sense of urgency. Having equal opportunities and diversity also affects individuals and groups. 'Equality is about ensuring that every individual has an equal opportunity to make the most of their lives and talents (Index, 2020). Diversity is 'the practice or quality of including or involving people from a range of different social and ethnic backgrounds and of different genders, sexual orientations' (Campbell, 2022). it is law for organisations to have equality and diversity, this impacts the attitudes and motivation in the workplace.

Moving on, 'management involves controlling a group in order to achieve a specified objective. A Leader is responsible for controlling an organisation, a group, or a set of entities to achieve an objective' (Duggal, 2022). A leader is someone who always takes the initiative and invests a great effort to accomplish the company's vision. A manager's primary focus is on meeting the business goals; they often do not take much else into consideration. Every restaurant needs a Head chef, the Head chef is a leader as they make sure the parties are aware of the vision and motivates them to meet them, the sous chef is also a manager, however, does not have the same effect on the other workers as it is less responsibility and needs to learn the qualities of being a great leader.

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