John Deere’s (Deere) mission is to provide a world class experience in every step of the business process from product planning to customer experience when it comes to meeting current and future global needs. This is accomplished by using leadership, innovation, knowledge, and integrity to create opportunities for advancement and improvement of development, systems, products, services, and experiences. This pushes each section of the business as well as individuals to strive for innovation where Deere is continuously “running smart[er], running fast[er], and running lean[er]” (Deere, 2018, para 6).

        One of the aspects within the mission for Deere is continuing to expand global coverage in service (Deere, 2018). They have a differentiation strategy that provides a competitive advantage with the dealership and parts networks that the company provides. The number of dealerships, the locations of part distribution centers, and the ability to expedite parts to customers in as little as 24 hours delivers superior value to the customer due to the decrease in machine downtime. For a farmer having a dealership close to either obtain or order needed parts from keeps their business running. As most people know time is money for the customer. This extensive network is hard for other companies to reproduce which give Deere a competitive advantage. Deere would like to keep and increase their competitive advantage here, so it is important to list in the mission statement.

        Deere’s mission statement addresses the concept of providing value and innovation globally across their product lines while also keeping in mind the employees, customers, and any additional stakeholders (Deere, 2018). This mission is meant to align the business towards total quality though constant improvement allowing Deere to be globally competitive before, during, and after a product is produced and sold.