

# imagine



# vision

## IN BUSINESS

## HOW VISION CHANGED THE WORLD

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# WORLD AND CULTURE

The term “culture” is one that is widely used today and a topic of great interest. Many books have been written on it, more and more people are studying it, and it is even being blamed for current problems countries are facing; but what exactly is culture? Is it based upon religion, communities, nations, regions, or is it something that is individually ingrained within a person. Or could it be the combination of all the above? No matter how we look at it; either from nine major religions to more than nine million communities or from seven billion people, when we multiply all the possibilities it is clear that culture becomes a difficult term to define. From the 18<sup>th</sup> century onward culture was defined as a process of improvement based specifically on cultivation, for example in agriculture and horticulture. As the world has increasingly become more advanced in the 19<sup>th</sup>

century, the word culture has taken a radical twist in the direction from what we did to who we are. This phenomenon has and continues to be the aspiration behind what is referred to as the universal power of human capacity. Society has gone from the dependence of local communities, to the independence within the global community, creating a dilemma that has yet to find its cure. However, if we move forward in the sense that culture no longer is an external issue but one in which crisis comes from the root origin of change, then why is the world being seen through a lens filled with problems? If culture is thought about a different way, then you are culture and the change exists within you, which brings about endless opportunities, instead of a world as filled with problems. If you see the world as a problem, then the problem is you. No

longer can one blame cultures, civilizations or even mamma and papa, aether we can be grateful for the opportunities we have to change ourselves and allow our own abilities to conquer the world. This, in essence, is the story of individuals who have built powerful brands fill a void within the world, and have changed the way we view the reality around us, essentially defining our culture as individuals and our greater communities.

**These brands have captured the hearts and minds of individuals.**

Creating a world for better or for worse, but what they all hold in common is their beginning which stemmed from the desire of an individual to fill a need they saw for the improvement of cultivating the 21<sup>st</sup> century.

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# DISNEY IF YOU CAN DREAM IT YOU CAN DO IT

Walt Disney's work, throughout his career, had a profound and unprecedented influence on popular culture. Disney completely changed, in most of its aspects, the way in which entertainment industry was shaped. He created something which previously had not existed and that continues to appeal to the next generation.

**W. Disney was the greatest visionary and innovator of the 20th century.**

Disney's vision influenced the way in which cinema was used, by making films which could appeal to children so introducing a new audience to this medium. He also made several major changes to the course of the development of animation within cinema. His work influenced many cartoonists and therefore his vision and characters directly changed the content being shown within cinemas throughout the second half of the 20th century. Mickey Mouse is arguably one of the most memorable cartoon

characters in the history of animation, and in terms of the achievements and breakthroughs that Disney made, this is just the tip of the iceberg. A combination of a strong work ethic, creativity, vision and perfectionism meant that Disney had an innovative and productive career, resulting in accolade from organizations such as the Academy Awards, which was given to his technicolor production 'Flowers and Trees' (1932). Technicolor technology was a good example of his innovative nature. During the early 1930s, he held the patent for technicolor in relation to animations, meaning that Disney was the only company able to produce color cartoons. He always strived to push animation forward, from the original ideas of combining live film and animation in films such as 'The Three Caballeros' and 'Mary Poppins', to producing the first synchronized sound cartoon, 'Steamboat Willie'.

But Disney's vision ran deeper than just cartoons.

Mr. Disney created a magical world where fantasy has no limits, a land in which children and families could enjoy themselves together.

His Disneyland parks became the number one destination for family holidays, the idea of a visit would create as much excitement within children as Christmas. Kids became totally captivated by the characters that he created in his animations, so it is not surprising that Disney toys and costumes became so immensely popular that dedicated Disney stores began to open in major cities around the world. This was another example of

**W. Disney influential and visionary nature because never before had a brand had such adulation from its fans.**



Walt Disney pioneered the concept of a brand being marketed within so many formats, from toys in a shop, to theme park rides, to animations on a screen. Children became so engrossed with the stories that he created that they would want any kind of Disney product available, resulting in widespread

recognition of the brand as well as eventual strong commercial success. Nowadays The Walt Disney Company has demonstrated a consistent ability to turn almost anything it touches into a cash machine. He created multiple facets in which customers could engage with the brand, resulting in gross profits from

merchandise and other sidelines around the films and animations. In conclusion, I would like to quote one of the key aspects of Disney's mind that can help every one of us to find the courage to fulfill our dream, "We keep moving forward, opening new doors, and doing new things, because we're curious and curiosity keeps leading us



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# CHANEL FASHION PASSES, STYLE REMAINS

At the beginning of last century appreciated today variability, diversity and individuality in dress did not exist. The way of dressing was still ruled by restrictive rules. Tight corsets, dresses to the ground and a huge, ornate hats - were typical for the fashion of that time. Fashion developed mainly in Paris. Paris was the city where Gabrielle Bonheur Chanel (also known as Coco) began her career. In 1913, she founded the Rue Combon her first store with hats and clothing for women, soon renamed the Chanel fashion house. Coco's unusual ideas have revolutionized the world of fashion. The career of corsets, ornamental feathers, sequins and big stones was over. Chanel opted for elegance simplicity. She designed clothing for comfort, simplicity, and chic appearance with an

innovative combination of jersey material and shapes borrowed from men's clothing. Coco Chanel's most famous ideas were primarily costumes and dresses of knitted turtlenecks, trench coats and immortal little black dresses, which must necessarily be included in a woman's closet. She also proposed to customer's completely new decorations - strings of pearls, chains and costume jewelry and in 1921 premiered first perfume signed by Chanel - No. 5.

Chanel's name quickly became associated with a unique style, elegance, class and luxury.

She played a decisive role in the aspect of women's fashion. She created a whole new dress ethic and proposed a style for women

who were ready to pursue their own active lives. Her secret as an innovator was to listen to the world around her and articulate the vision everyone yearned to have. She was as a fashion cyclone in the collective soul of her time. She had a lot of self-confidence and bravery which helped her to become a branding genius. Since 1983, the House of Chanel Fashion is led by no less famous than the Chanel and also very charismatic designer Karl Lagerfeld, who remains faithful to the style established by his legendary predecessor. He said: Coco Chanel was born on understanding women of the era, which was yet to come. Everything passes, fashion changes every season, but the classic Chanel style is timeless.



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# McDONALD IS YOUR KIND OF PLACE

When people think about the franchising concept, McDonalds usually comes up first as a prime example. The McDonald brothers with the help of Raymond Kroc (the founder and builder of McDonald's corporation) revolutionized the American restaurant industry in developing a unique operating and delivery system, making McDonald's the brand name that defined American fast food.

The business began in 1940, with a restaurant opened by brothers Richard and Maurice McDonald in San Bernardino, California. In 1953, the McDonald brothers began to franchise their successful restaurant, and in 1963 there were five times more restaurants than ten years before. Instead of simply supplying franchisees, McDonald's wanted to sell their new partners an operating system. Simply put, they branded a service. This was the revolutionary means McDonald's would use to create a chain in which every store through the States could serve burgers of the exact same size and quality.

Over the next few decades, McDonald's used controlled experimentation to maintain the McDonald's experience, all the while expanding the menu to appeal to a broader range of consumers. For example, in June 1976, McDonald's introduced a breakfast menu and in 1980, the company rolled out Chicken McNuggets. Despite these innovations, McDonald's tremendous growth could only continue for so long. Its average annual return on equity was 25.2% between 1965 and 1991 and 37.81% for December 31, 2012. At the 10th Anniversary (1965) of McDonalds, the first public stock selling was issued for \$22.50 per share. In 1967 McDonald's started the business internationally: firstly to close neighbors, such as Canada and Puerto Rico, then to Europe and Australia. Today, McDonald's is the world's leading food service retailer with more than 33,00 restaurants in 119 countries, serving more than 67 million costumers each day. One essential factor that contributes to franchise success is a consistent commitment to standards. McDonalds franchise restaurants became

well-known for the inspired and defining vision created by Kroc for his restaurant business.

"Quality, Service,  
Cleanliness and Value"  
was the company's  
motto.

Customers knew that no matter where they travelled, they could rely on those qualities at every McDonalds they visited. But the franchise chain's success also rests on another key component, which might seem contrary to franchising principles: continual innovation and adaptation to market conditions. For example, one big change in McDonald's history was implementing the first Drive-thru. It was opened in Sierra Vista, Arizona. Where there were soldiers near Fort Huachuca who were not allowed to leave the car in army fatigues; therefore McDonald's solved this problem introducing a new "drive-thru" service which became one of most successful implementations of the services field.



The company has also made convenience its watchword, not only through how fast it serves customers, but also in the location of its outlets. Freestanding restaurants are positioned so that you are never more than a few minutes away by foot in the city center or by car in the suburbs. The principle of this expansion is quite simple: to serve high quality, standardized products to all customers.

The restaurants are operating independently and run by local entrepreneurs. This is very important, because McDonald's is diversified almost in all countries of the world and has a huge power in the market because of its responsiveness to customers and substantial

quality of a product. The product diversifies not only for the tastes or needs of different customers, but also in order to adapt to the cultures and values of people in several countries. For example, they don't serve pork meat in Muslim countries, and have a menu with only chicken or vegetables for their restaurants in India, where the cow is sacred.

The new segment of a customer has been found recently, when the boom of healthy food came into society, people became more aware of unhealthy fast food, which McDonalds is serving: it was one of the first franchise restaurants to post nutritional information about its menu, and now offers salads and other

healthy options. McDonald's is also actively trying to reduce their negative impact on the environment by altering their company policies. There is not only the individual restaurants' behaviors, but also the ways in which they go about using their resources and acquiring them. Since the 1990's, McDonald's restaurants have been encouraged to participate in the environmentally friendly movement by getting involved in community clean up days to cut down on the amount of litter around their stores. McDonald's represents one of the largest segments of the food industry, and also the world's first fast food company by sales. This all gives them advantage over their



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# WAL-88MART SAVE MONEY, LIVE BETTER

Almost 60 years ago, the American gross distribution faced an incredible turning point, signed by the entrance of discount stores. Following the heel of supermarkets, which sold food at unprecedentedly low margins, discount stores extended this approach to general merchandise by charging gross margins that were 10%-15% lower than conventional department stores.

Consumers themselves had become more confident about self-service, many of them were ready to try cheaper retailers for products that were not big-ticket items or technologically complex. TV had intensified advertising by manufacturers, offering a growing range of products at competitive prices.

Since the discounters' timing was just right, Sam Walton, an American business man, took up this challenge with a strategy focused on low prices and rapid expansion of stores in small towns. Thanks to his vision, since 1962 the "Wal-Mart" stores expanded rapidly, initially in the South and then into the upper Midwest, the Southwest, and the Southeast American regions.

The way the company treated his employees (who were

called associates) was one of the most important ingredients in Wal-Mart's success, and it directly affected the customer service. Sam instilled in the associates an unpredictable and interesting way of doing things. On managing people, Sam was able to excel by empowering them, maintaining technological superiority, and building loyalty among employees, customers, and suppliers.

meant customers were offered brand name merchandise for less than department and specialty store prices. Wal-Mart's promotional strategy of "everyday-low-prices". Merchandise was tailored to individual markets and, in many cases, individual stores to offer a wide variety of merchandise including apparel, shoes, housewares, automotive accessories, garden equipment, sporting goods, toys, high tech, health and beauty aids, pharmaceuticals, and jewelry.

In the early 1970s, Wal-Mart became one of the first retailing companies in the world to centralize its distribution system pioneering the retail "hub-and-spoke" system. Under the system, goods were centrally ordered, assembled at a massive warehouse, from

where they were dispatched to the individual stores. This system enabled the Wal-Mart to achieve significant cost advantages by the centralized purchasing of goods in huge quantities and distributing them through its own logistics infrastructures to the retail stores spread across the U.S. The emphasis on quality products at "everyday low prices" coupled with friendly services, propelled Wal-Mart to its current position as the world's largest retailer. During the company expansion, innovative communication infrastructure played a crucial role in making things better for customers. Today the Wal-Mart network, connecting more than 10,000 stores, 100,000 suppliers and 200 million customers worldwide, helps maintain low prices and inventory on the shelves. Just as important, the network helps 2 million Wal-Mart associates work more efficiently to keep their customer satisfied.





Successful inventory management, an important part of maintaining low prices at Wal-Mart, requires up-to-date information about sales as well as good communication with suppliers. This scenario is critical when there are thousands of stores, tens of thousands of suppliers, and hundreds of thousands of products. Wal-Mart turned to technology in the early 1980s by setting up its own satellite communication system, first for collecting and analyzing sales data and then for transmitting orders to suppliers with electronic data interchange (EDI). By the 1990s, Wal-Mart was collaborating electronically with thousands of its suppliers, using EDI initially and then developing its own applications. Suppliers used modems to dial into the Wal-Mart database for up-to-date, store-by-store information on sales and inventory for their products. This information allowed Wal-Mart database to carefully control sales and inventory activities, including stores-forecasting, planning, and shipping products as needed. The result was faster replenishment, a product mix turned to the needs of local customers, and lower inventory costs for Wal-Mart.

With Internet technology, Wal-Mart elevated its network to a new level of efficiency and usefulness. The system was transformed from a traditional dial-in network to an Internet application, allowing international suppliers access with their own Web browser, creating a system easier, safer, less expensive to maintain, and no longer limited to the speed of dialup modems. During the last years, to complement the supplier network technologies, Wal-Mart supported Pipeline, its company-wide intranet. Pipeline delivers information, including company news of the day, policies, and procedures, to more than 2 million associates. Because the Wal-Mart philosophy emphasizes the key role of associates, sharing information and ideas is vital. A complete internal telephone directory, organized by name, location, and function, is one of the key applications available via Pipeline. The directory is linked to HR records so every associate can look at their benefits, sign up for insurance, check out company policies, and even look at the news-all with easy to use browser based applications.

The Wal-mart empire started with a single discount store and today satisfies the needs of millions of customers who shop every week. The world of retail constantly changes, but one quote of Sam's vision can explain better his success:

"I had no vision of the scope of what I would start ... but I always had confidence that as long as we did our work well and were good to our customers, there would be no limit to us."

Today customers use smartphones and social media to discover items and check prices. Wal-Mart's new challenge will be to combine online, social and mobile innovations with physical stores to give customers an "anytime, anywhere" shopping experience.



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# VISION THAT CHANGED THE WORLD

## AUTHORS

Not all changes have brought about a better world, but what they have shown is that these changes were generated by people who saw a need within societies and cultures, and they expressed those needs through showing others the benefits of their reality. We need more changes that are genuine, changes that serve the need of a stronger and more sustainable future. Are we seeing the needs of today met? If not, then are there people in this world that really care, or have the ability to express this to bring about prosperity and fulfillment of the spark from within.

In closing, our group wants everyone to remember that if you're crazy enough you can do great things, for the good or the bad.

However, if your destiny is to be remembered through a legacy of greatness then success is not measured by what you have but what you do for the people and the lives of fellow individuals. If you don't live the change, someone else will live it for you!

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### ALEXANDRA

Alexandra borns in Polonia. Now she is one of the youngest students in ISTAO. Her favorite quote is: I am not following fashion, I am the fashion.



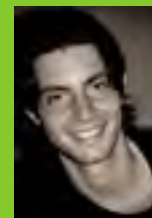
### JASON

Jason come directly from America. Is a great men that already makes his dream come true.



### LUIGI

Luigi is a funny Napolitan man that loves Italy and he hope to brings his sun with him wherever he goes.



### MASSIMO

Max is brilliant guy and his life is driven by "Success consists of going from failure to failure without loss of enthusiasm."



### VALENTINA

She loves design and color in everyday life. Her favorite quote is Love what you do and do what you love.