Dear OTA,

I hope you can assist with this project. The following is the company I want to create a mission and vision for (background below), it is as follows:

Organizations in start-up mode need to formulate their mission and vision statements early on to ensure that every critical step in the initial phase is on point. Often, it is easier to see the mission and vision than it is to clearly and concisely capture them in writing. This exercise is designed to help you formulate and write a clear, focused mission and vision statement using a fictitious company.

Occulari Optique is a new, privately held eyewear company offering the finest eyeglass and sunglass frames from around the world as well as in-store optical (lens) services. Headquartered in San Francisco, the company plans to open fifty stores in the next twelve months in key market cities, including Los Angeles; San Diego; Dallas; Chicago; Miami; New York; Cincinnati; Boston; Washington, D.C.; and Atlanta. Its competitors include Optical Shop of Aspen and Paris Optique.

The company wants to set itself apart with its customer service, one-of-a-kind frames, superior lens crafting, and ninety-day money-back satisfaction guarantee. Additionally, the CEO is passionate about creating an organizational culture that respects and values employees. It has been decided that team members will receive, in addition to a comprehensive benefits package, two free pairs of glasses per year, profit sharing, ongoing training and education, 100 percent tuition reimbursement, and three weeks of vacation per year.

One of the company’s primary goals is an initial public offering (IPO) within fourteen to sixteen months.

Based on the above information, I want to write a compelling mission and vision statement for Occulari Optique.

Thank you.