

CREATE A MISSION STATEMENT

Your mission statement should tell others why your business exists and what it hopes to accomplish. You can use the following questions to help you prepare a short statement that clearly explains your company's mission.

1. What is your company name?
2. Why did you choose this name?
3. Why does your company exist?
Our goal as a company is to:
4. What does your company offer the community? What does it offer its shareholders?
What does it offer its employees? We offer:
5. Who are your clients?
People in our community who would be interested in our product are:
6. What sets your business apart from other businesses?
We are different because we:
7. How do you measure your success?
By the time we liquidate our company we will have:

8. What will you do with the profits? What charitable or non-profit organization are you hoping to assist and why did you select it (if applicable)?

9. How do you plan to obtain your desired results?

10. How important is the Code of Ethics to how you will run your business?

Use the answers you've given to questions 1 through 10 to create a mission statement:

Our mission statement