



Mission Statement Samples



By Shaunta Pleasant

The Mission Statement is the description of your business. It is the present and future task that your business plans on accomplishing, in about a paragraph or more, up to one page. You should mention the reason your business is in existence.

Your Mission Statement should include these components:

**Customer/Marketing
Product or Service
Geographic Domain
Technology
Concern For Survival
Company Philosophy
Self (Business) Concept
Public Image**

Business Plan & Start Up Newsletter

Join the **Business Plan & Start Up Newsletter** emailing list now and get frequent new monthly articles, up to date marketing tips, the real deal about **how to write a Business Plan**, and **Business Start Up Secrets** only the **pro's** knows...

http://www.yourbusinesspal.com/business_plan_and_start_up_newsletter.html

Business Plan & Start Up Newsletter is broken down into two business formats to help you succeed in today's ever changing business environment.

The first format is extremely useful **Business Start Up and Operational Information**. The next format includes **Business Plan** tips that can help you write a **Business Plan** that will work for **your business**.

We will throw in some **free business tidbits** that you can **order or download** from the **Net** that will be very valuable for you and your business.

Business Plan & Start Up Newsletter is for people that are **Absolutely Fed Up** with **working for someone else**. They have worked for someone else for a while now; they are **ready** to get started on developing their own business. And **ultimately** make their business **Super Successful**.

So that one day they can walk into their boss's office and tell him/her these two words...**"I Quit!"**

Who knows, perhaps that person can be **YOU...**

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<http://www.tlmanage.com>

<http://www.yourbusinesspal.com>

<http://www.business-plan-made-easy.com>

<http://www.business-plan-made-easy.com/contact-us.html>

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Mission Statement Fold 1

http://www.yourbusinesspal.com/mission_statement.html

A **Mission Statement** is the description of your business. It is the present and future task that your business plan on accomplishing.

Write a Mission Statement Fold 2

http://www.yourbusinesspal.com/write_a_mission_statement.html

How do you Write a Mission Statement? We will help you understand why you need to **write a mission statement** and how it can help your business succeed in this ever changing environment.

Sample Mission Statement Fold 3

http://www.yourbusinesspal.com/sample_mission_statement.html

What is a **Sample Mission Statement?** And why is it so important to the success of your business?

Mission Statement Writing Fold 4

http://www.yourbusinesspal.com/mission_statement_writing.html

Mission Statement Writing is the best way to learn about the vision of your businesses future plans? And what are the steps to get it written.

Mission Statement Example Fold 5

http://www.yourbusinesspal.com/mission_statement_example.html

Our **Mission Statement Example** will show you how to write a **Mission Statement?** And why it's so important to the success of your business?

Personal Mission Statement Fold 6

http://www.yourbusinesspal.com/personal_mission_statement.html

A **Personal Mission Statement** is a **Mission Statement** that is written for the purpose of helping you to develop your individual future goals or mission.

Corporate Mission Statement Fold 7

http://www.yourbusinesspal.com/corporate_mission_statement.html

A **Corporate Mission Statement** is a **Mission Statement** that is written for the purpose of helping a corporation develop their mission for the future of the company.

Company Mission Statement Fold 8

http://www.yourbusinesspal.com/company_mission_statement.html

A **Company Mission Statement** is what helps to keep your company moving and thinking about its future plans.

Mission Statement

A **Mission Statement** is the description of your business. It is the present and future task that your business plan is on accomplishing. **In about a paragraph or more, up to one page.** You should mention the reason your business is in existence.

There are **8 key components** that you can include in your **Mission Statement**. **Note:** you do not have to put them all in your **Mission Statement**. You can include only the ones that you feel are important to the mission of your business.

The Main Parts Of Your Business Plan

Your Business Plan should include;

Cover Sheet

Table of Contents

Executive Summary

Mission Statement

Marketing Plan

Product Or Service

Operations

Information On Your Business

Financial Plan

The Main Parts Of Your Mission Statement

The **Mission Statement** is the fourth part of your Business Plan. It is the heart of your business. It helps you keep pumping through until you have obtained your mission.

Your Mission Statement should include these components;

Customer/Marketing

Product or Service

Geographic Domain

Technology

Concern For Survival

Company Philosophy

Self (Business) Concept

Public Image

Lets look at an example of each component to see how that component can be incorporated into your **Mission Statement**.

Customer/Marketing

We believe our first responsibility is to provide the best help to men and woman that are considering starting their own business.

Product/ Service

Our products and services are intended to help people to grow their businesses. Our products include business self help and motivation.

Geographic Domain

We are an Internet based business. You may obtain our products by downloading them off of our web site.

Technology

We use the most up to date technology. It is just a matter of a few clicks with your mouse, and you can find, pay for and download our products in no time flat.

Concern For Survival

We have targeted a specific market of people. At this point our marketing efforts are starting to do very well. We are also adding other marketing efforts to keep us aware of the changes in our marketing environment.

Company Philosophy

We work hard, so that you don't have to.

Self (Business) Concept

We love what we do, therefore we work at making sure you visit us again and again.

Public Image

We believe and treat people the way we want to be treated. We pride ourselves with the daily emails we receive from our customers and clients about all of the great information and services we offer them.

Putting The Mission Statement Together

Lets put together all of the components of the **Mission Statement** that we talked about above. You can actually use just a few of the components or you can use them all. It is up to you. All of them may or may not be needed in your **Mission Statement**.

Sample Mission Statement (With All Components)

We believe our first responsibility is to provide the best help to men and woman that are considering starting their own business.

Our products and services are intended to help people to grow their businesses. Our products include business self help and motivation.

We are an Internet based business. You may obtain our products by downloading them off of our web site.

We use the most up to date technology. It is just a matter of a few clicks with your mouse, and you can find, pay for and download our products in no time flat.

We have targeted a specific market of people. At this point our marketing efforts are starting to do very well. We are also adding other marketing efforts to keep us aware of the changes in our marketing environment.

We work hard, so that you don't have to. We love what we do, therefore we work at making sure you visit us again and again.

We believe and treat people the way we want to be treated. We pride ourselves with the daily emails we receive from our customers and clients about all of the great information and services we offer them.

Sample Mission Statement (with Some Components)

We believe our first responsibility is to provide the best help to men and woman that are considering starting their own business.

Our products and services are intended to help people to grow their businesses. Our products include business self help and motivation.

We have targeted a specific market of people. At this point our marketing efforts are starting to do very well. We are also adding other marketing efforts to keep us aware of the changes in our marketing environment.

We believe and treat people the way we want to be treated. We pride ourselves with the daily emails we receive from our customers and clients about all of the great information and services we offer them.

Mission Statement Program

YourBusinessPal.com has created a new 8 Fold **Mission Statement Program**, it was developed to help you write your very own **Mission Statement**. Whether you plan to create one for business or you plan on creating one for your personal life. By the time you have

completed this program, you will be able to create your own **Mission Statement**.

Our **Mission Statement Program** has 8 Folds or Steps that are organized so that you can get optimal training that is relevant to preparing your **Mission Statement**.

Are you are ready to write your Business Plan for your business? If so, have I found a great **Business Planning and Financial Planning IN ONE Package** For you...

Writing A Mission Statement

Writing A Mission Statement 1

Customer/Marketing

Our mission at Woman In Business is to work with woman that are starting and are the owners of small and home based businesses.

Products Or Service

We have a variety of facts, statistics and examples of how the ploy of woman that are making it in business today.

Geographic Domain

Our web page for woman is Internet based. This is a section of an entire site of business start up.

Products Or Service

We provide woman with information and resources they can use to become successful in business. We help woman in business.

Writing a mission statement 1, used three of the component of a mission statement. It used the Customer/Marketing, Geographic Domain, Products Or Service component was used twice. Note: you only need to use the components that you think are relevant to your mission statement needs.

Writing A Mission Statement 2

It should include the mission of your business. It should include the direction you plan on going with your business. It should include present and future business plans. It should also include your business slogan.

Company Philosophy

TL Manage Inc. is in business to help you start your business in a successful manner. Our slogan is, *The Smart Manage Training Program*. Our slogan tells you that we are here to help.

Technology And Business Concept

TL Manage Inc. has been in business since 1998. We are an Internet based company that prides ourselves on getting positive feed back from our web site visitors and customers. We believe that in its self lets you know that we work hard for our customers. Without them, we would be nothing. Our mission is to help as many people as possible to become very successful business owners.

Writing A Mission Statement 3

Business Concept

YourBusinessPal.com was created to help regular everyday people start their own business on the Internet and beyond. We want to help you build success for your business.

Our future plans include creating one of the best business plan one stop shops that have ever existed.

Product Or Service

We plan on offering multiple free business plan downloads, multiple business plan samples as well as one of the best business plan tools that will help you to create a super business plan.

We plan on building a business plans R us type of theme. When you visit us you will know how to write your own business plan by the time you leave our site.

Our mission statement is to help people succeed in today's ever changing business environment.

Write a mission statement 3, used two of the component of a mission statement. It used the Business Concept and Product Or Service.

Note: you only need to use the components that you think are relevant to your mission statement needs.

Mission Statement Program

YourBusinessPal.com has created a new 8 Fold **Mission Statement Program**, it was developed to help you write your very own **Mission Statement**. Whether you plan to create one for business or you plan on creating one for your personal life. By the time you have completed this program, you will be able to create your own **Mission Statement**.

Our **Mission Statement Program** has 8 Folds or Steps that are organized so that you can get optimal training that is relevant to preparing your **Mission Statement**.

Sample Mission Statement

This section includes the sample mission statements without the components in it.

Sample Mission Statement 1

Our mission at Woman In Business is to work with woman that are starting and are the owners of small and home based businesses.

We have a variety of facts, statistics and examples of how the ploy of woman that are making it in business today.

Our web page for woman is Internet based. This is a section of an entire site of business start up.

We provide woman with information and resources they can use to become successful in business. We help woman in business.

Sample Mission Statement 2

It should include the mission of your business. It should include the direction you plan on going with your business. It should include present and future business plans. It should also include your business slogan

TL Manage Inc. is in business to help you start your business in a successful manner. Our slogan is, *The Smart Manage Training Program*. Our slogan tells you that we are here to help.

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We believe that in its self lets you know that we work hard for our customers. Without them, we would be nothing. Our mission is to help as many people as possible to become very successful business owners.

Sample Mission Statement 3

YourBusinessPal.com was created to help regular everyday people start their own business on the Internet and beyond. We want to help you build success for your business.

Our future plans include creating one of the best business plan one stop shops that have ever existed.

We plan on offering multiple free business plan downloads, multiple business plan samples as well as one of the best business plan tools that will help you to create a super business plan.

We plan on building a business plans R us type of theme. When you visit us you will know how to write your own business plan by the time you leave our site.

Our mission statement is to help people succeed in today's ever changing business environment.

Mission Statement Writing 1

Mission Statement Writing 1

Product

Rain's Bible Courses are your number one choice for contemporary Christian studies. Our Correspondence Bible Courses are put together in a way that they are easy to understand.

Our courses include a workbook, a study guide and a tape or CD for easy reading and listening.

Technology

Our courses were created with high quality audio. The workbook is in full color with color graphics.

Business Concept

Our goal is to have you absolutely satisfied. That is why we will only give you the best courses that are available on the market.

Our courses are easy to read and/or listen to. You can use it if you are 3 to 93.

Mission Statement Writing 1, used three of the component of a mission statement. It used the Product, Technology, and Business Concept.

Note: you only need to use the components that you think are relevant to your mission statement needs.

Mission Statement Writing 2

Product

We supply and service most electronic equipment. VCR's, CD's players, DVD's, television sets, radios, computers and computer accessories are just a few of the items we supply and service.

Company Philosophy

We have an absolute one year money back guarantee. We only sell the best electronics. We believe if you give good service you will get good customers.

Geographical Domain

We are located at the corner of main and third street right in the heart of the city, we also have delivery service and we deliver up to 50 miles away. Our service department will go out up to 50 miles away as well.

Concern For Survival

We believe we will be around for a long time. This is due to our superb customer service and in stock ability of our products. If we have it on the shelf. We have it in stock.

Mission Statement Writing 2, used four of the component of a mission statement. It used the Product, Company Philosophy, Geographical Domain and Concern For Survival.

Note: you only need to use the components that you think are relevant to your mission statement needs.

Mission Statement Writing 3

Product

Our meals are for people that want to sometimes take a break when it come to preparing a meal for the family. But on the other hand, they still want the good old home cooking taste of a fresh home cooked meal.

Fresh Eats Great Meats has a offer that you just can't resist. Meals that are freshly prepped and that are only prepared when you order it. Fresh ingredients, seasoning, vegetables and meats, actually everything is freshly prepared when ordered. You just simply need to warm it up to serving temperature. Fresh Eats Greats Meats is our slogan. Once you have tried it you will know why.

Technology

We use up to date double stove for precooking, an industrial refrigerator for storing and chilling food item. We have an electronic microwave and three industrial freezers to store our frozen products.

Our kitchen and its appliances are high tech and ready to do the cooking.

Company Philosophy

Fresh Eats Great Meats is how we feel about our products. Great customer service and satisfaction is how we feel about our customers.

Mission Statement Writing 3, used three of the component of a mission statement. It used the Product, Technology, and Company Philosophy,

Note: you only need to use the components that you think are relevant to your mission statement needs.

Sample Personal / Corporate Mission Statement

This is Personal Mission Statement that was written for a CEO of a large corporation. This is his Personal Mission Statement for the way he want his employees to work on a daily basis.

This initially written as a Personal Mission Statement, but I need you to look at it once again. Now look at it from a corporate point a view. Now I am sure you can see now this Mission Statement can also be used as a Corporate Mission Statement as well.

Personal / Corporate Mission Statement 1

Provide support, coaching, encouragement, and recognition to plant personal in order for them to realize their full potential and to achieve a safe, clean, economically and reliably operated and maintained power plant.

Respect the people you work with.

Maintain a positive mental attitude.

Remember you are dealing with people.

Continue major emphasis on teamwork.

Be proactive and assume more ownership.

Corporate Mission Statement 2

To be the largest and most recognized flexible independent integrator for medium voltage electrical switchgear and walk in enclosures in the central district of the USA.

Company Mission Statement

Company Mission Statement 1

I market rubber stamps from an existing well know rubber stamp company. I use their catalog and I also display the products at home parties and to people I know.

The company I market from, uses manufactures that uses the best rubber mold material. This rubber can resist most crafters heating temperatures.

I do this business for fun and I want every one to have fun with me. When I have home parties I make sure everyone leave the party happy. Fun is what it is all about.

Company Mission Statement 2

Our vision is to help home owners with great new and classy home designs.

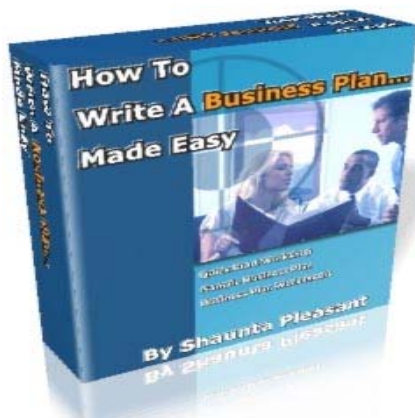
We use color coding to control the direction of our decorating. Our color coding is a new technology that was developed to make picking the right colors easier.

Our designs are affordable and you are involved with every aspect of your design choices.

Do You Think A Business Plan Will Help Your Business Advance To The Next Level?

Most people assume that it is difficult to prepare a business plan. Nothing could be further from the truth. It is easy to do...

Writing your business plan is one of the most important aspects of starting your business in today's ever changing business environment...



Your business plan can help with;

Saving on accounting fees...

Saving on attorney fees...

How can your business plan help with some of these fees?

Well, with a properly prepared business plan it will point you in the right direction to help you avoid overpaying those fees...

But, what are the steps you need to take to get your business plan written in a manner for a lender to give you a second look?

These steps will be included in your Financial Strategy...

Your business plan can provide potential lenders with details that may help you with getting financed.

So how do you get started?

So many entrepreneurs are jumping into business ownership without first planning their new venture. A business plan is one of the first things you will need to write before you get to far alone into business ownership.

How To Write A Business Plan... Made Easy

Everything banks, lenders and the SBA look for! Produce your business plan quickly and easily... For entrepreneurs and small-business owners.

<http://www.business-plan-made-easy.com>