

TEMPLATE FOR WRITING a MISSION STATEMENT



How To Write A Mission Statement

Consider some of the following questions suggested by [Entrepreneur.com](https://www.entrepreneur.com) when developing a mission statement:

- 1 *Why did you decide to start a business, and what will keep you passionate about it?*
- 2 *Who are your customers and what will you provide to them that they'd want?*
- 3 *What image do you want to convey to customers, suppliers, employees and the public?*
- 4 *What do you offer, how is it priced? How does that relate to your business's existence and market position?*
- 5 *Does the level of service you provide agree with customer perceptions?*
- 6 *What roles do you and your employees play?*
- 7 *What's your company philosophy on supplier relationships?*
- 8 *What sets you apart from competitors?*
- 9 *What is your strategy to integrate technology, capital, processes, products and services to reach your business goals?*
- 10 *What fundamental values led you to the answers above? Is there a common theme that silently guides your business?*

Then, create a succinct mission statement that functions as a roadmap for how your business will get to its goals. Ideally, a business has a mission statement from the outset. However, it is never too late to design one to serve as a guide for the business in the future.

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