

Corporate Mission – Template V. 4.0



Company Name: <Enter company name>

Product Name: <Enter product name>

- Date: <Enter date>
- Contact: <Enter your name>
- Department: <Enter department name>
- Location: <Enter location>
- Email: <Enter email address>
- Telephone: <Enter telephone number>

Document Revision History:

Date	Revision	Revised By	Approved By
<Enter date>	<Revision #>	<Enter your name>	<Enter name>

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Evaluation Copy

1. Introduction

1.1. Document Objective

This document describes the corporate mission statement. A corporate mission statement defines the company's general business direction and depicts the value customers get.

2. Corporate Mission Statement

2.1. Section Objective

This section articulates the corporate mission statement.

2.2. Corporate Vision Statement

<Enter the corporate vision statement.>

<Comment: Write a concise vision statement that summarizes the company's purpose, intent, and describes how, in the future, its products and activities shall affect the world. Corporate vision is about what the company does to the world. The corporate vision and mission statements may be found in and copied from the corporate business plan.>

2.3. Corporate Mission Statement

"<Enter company name> is a <Enter company description>, whose mission is to provide <Enter target market> with <Enter product name> that/of <Enter statement of value>."

<Comment:

- *Corporate mission is about what the company does for the customer.*
- *Every company wants or claims to deliver value, be profitable, and establish leadership. Try to avoid including these in the corporate mission statement.*
- *Anyone reading the corporate mission statement should be able to clearly articulate the following: the line of business the company is in and its goals relative to the customer.*
- *The corporate mission statement should contain reference to one or more of the following elements: business concept, company philosophy, customer, geographic market, product, public image, and technology. Only use the elements that are relevant to your corporation.*
- *The corporate mission statement can be one paragraph to one page long. A short, clear and concise corporate mission statement is always preferred.*

<Example: "Acme Foods is an environmentally-friendly, global company that is committed to providing its customers with nutritious vegetarian food products of superior quality made from healthy organic ingredients".>

3. Supporting Data

3.1. Section Objective

The section provides data in support of claims, assertions, assumptions, and statements made throughout this document.

3.2. Assumptions

<Describe any assumptions made when writing this document.>

3.3. Research Information

<If relevant, describe and list the type and scope of research conducted in the course of writing this document.>

3.4. Product Diagram/Architecture

<If relevant, describe the product's architecture and modules accompanied by a schematic diagram.>