

# Blackblot® PMTK

## Corporate Mission



<Comment: Replace the Blackblot logo with your company logo.>

Company Name: <Enter company name>

Product Name: <Enter product name>

Date: <Enter creation date>

Contact: <Enter contact 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 revision date>	<Revision #>	<Enter your name>	<Enter name>

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## 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 corporate vision statement that summarizes the company's purpose and intent and describes how, in the future, its products and activities shall affect the world. The corporate vision is about what the company does to the world. A more philosophical definition of Corporate Vision is a "Guiding image of success, formed in terms of a contribution to society". The corporate vision and mission statements may be found in and copied from the corporate business plan.*

*Following are corporate vision statement examples:*

- Apple (Corporate Vision Statement) – "Enriching lives through innovation, design, and seamless technology that empowers creativity and human connection."*
- Facebook (Meta) (Corporate Vision Statement) – "Building the future of digital interaction by connecting people, communities, and businesses in immersive and meaningful ways."*
- Google (Corporate Vision Statement) – "The betterment of humanity through the power of knowledge."*
- Microsoft (Corporate Vision Statement) – "Empowering every person and every organization on the planet to achieve more through technology and innovation.">*

### 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 reference 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.*

*Following are corporate mission statement examples:*

- *Acme Foods (Corporate Mission Statement)* – *"Acme Foods is an environmentally-friendly, global company committed to providing its customers with nutritious vegetarian food products of superior quality made from healthy organic ingredients."*
- *Apple Computers (Corporate Mission Statement)* – *"Apple is committed to bringing the best personal computing experience to students, educators, creative professionals, and consumers around the world through its innovative hardware, software, and Internet offerings."*
- *Google (Corporate Mission Statement)* – *"Organize the world's information and make it universally accessible and useful.">*
- *Microsoft (Corporate Mission Statement)* – *"Microsoft is the worldwide leader in software, services, and solutions that help people and businesses realize their full potential.">*

### 3. Supporting Data

#### 3.1. Section Objective

This section provides data supporting claims, assertions, assumptions, and statements made throughout this document.

#### 3.2. Assumptions

<Describe any assumptions made while preparing this document.>

#### 3.3. Research Information

<If relevant, describe and list the type and scope of research conducted while preparing this document.>

#### 3.4. Product Diagram/Architecture

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