

Mission Statement

Chapter 4

Unit 2

Performance Objectives:

You will read two sample mission statements, and then analyze the structure and content of these mission statements. After completing a search engine tutorial, you will search the Internet for companies with similar products or services.

You will describe how your products or services are unique in terms of features and benefits. You will then write a mission statement that will give descriptions of your products or services, explain why your products or services are exceptional, describe the goals of your company, and explain why your company is superior to your competitors.

Evaluation Criteria:

Successful completion of this chapter requires you to:

- ⑤ Read and analyze the contents of two sample mission statements.
- ⑤ Describe the features and benefits of your products or services.
- ⑤ Complete a tutorial on search engines.
- ⑤ Search the Internet for companies that have similar products or services to your own business.
- ⑤ Write a mission statement for your business.

A **Mission Statement** is a concise statement about the nature, direction and goals of a business. A mission statement helps guide a business and helps business owners and employees come to a common understanding of the goals and direction of the company. A mission statement should contain a description of a company's product or service and a description of the goals of the company. It should also include some commentary about what makes your company different from or better than similar businesses.

To determine what separates your business from similar businesses you need to check out other businesses and compare them to yours. The Internet has made the job of doing that much simpler than it used to be. Just go online, search out these companies, and read all about them!

Since the Internet is such a huge entity, you need to use a special tool, a Search Engine, to find what you are looking for.

Task 1: Using Search Engines

Click the following link to the article [Finding Information on the Web](#)¹.

As you read the article on search engines, answer the following questions about search engines.

Part 1

1. What is a search engine?
2. How do search engines work?
3. What search engine did you use?

Keywords: use words that are specific for your business. For example, if your business is making candles, you would enter "candle makers" (use the quotes).

4. What keywords did you enter?
5. How many results appeared?
6. Which Web sites did you visit?
7. Write down the URL of one site you visited:

¹Finding Information on the Web: http://www.microsoft.com/windows/ie/ie5/tour/done/done_1.htm

Task 2: Reading Mission Statements

Find a partner and read through the mission statements from Dell[®] Computer and Papa John's[®]. Discuss and answer the questions relating to these companies' mission statements with your partner.

1. (a). Dell's Mission Statement.



Mission Statement

Dell's mission is to be the most successful computer company in the world at delivering the best customer experience in markets we serve. In doing so, Dell will meet customer expectations of:

- Highest quality
- Leading technology
- Competitive pricing
- Individual and company accountability
- Best-in-class service and support
- Flexible customization capability
- Superior corporate citizenship
- Financial stability

(b). From the information presented in the Mission Statement, answer these questions:

- What is Dell[®] Computer's product or service?
- According to the company, why should customers buy Dell[®] Computer products?
- Using the information in the mission statement, describe how Dell[®] Computer is better than its competitors.

Dell[®] is a registered trademark of Dell[®] Computer.

2. (a). Read through two of Papa John's® Mission Statements.



Customers

Papa John's® will create superior brand loyalty, i.e. "raving fans," through

- (a) authentic, superior-quality products,
- (b) legendary customer service, and
- (c) exceptional community service.

Team Members

People are our most important asset. Papa John's® will provide clear, consistent, strategic leadership and career opportunities for Team Members who

- (a) exhibit passion toward their work,
- (b) uphold our Core Values,
- (c) take pride of ownership in building the long-term value of the Papa John's® brand, and
- (d) have ethical business practices.

(b). Now answer these questions:

- What is Papa John's® product or service?

- According to Papa John's® mission statement, why should customers buy Papa John's® product?

- Using the information in their mission statement, describe how Papa John's® is better than its competitors.

Papa John's® is a registered trademark of Papa John's® Pizza.

Task 3: Analyzing the Mission Statement

Use the information in the class discussion to answer the following questions:

1. What topics are covered in a mission statement?
2. Why does a company need a mission statement?
3. How long should a mission statement be? Why?

Task 4: About Your Business's Mission Statement

Answer the questions below about your business.

1. What is your product or service?
2. What makes your product or service exceptional?
3. What is the primary goal of your company?
4. Why is your company superior to your competitors?

Task 5: Writing Your Business's Mission Statement

Rewrite your answers to the questions in Task 4 to be a mission statement in paragraph form in the space below. Then, using Microsoft® Word, create an electronic version of your mission statement for inclusion in your business plan.

Notes: