

Business Mission Statement

Fill-in Format

1. Purpose:

What is the core reason your business exists?

2. Target Customers:

Who are your primary customers or audience?

3. Products / Services:

What products or services do you provide?

4. Core Values:

What principles or values guide your actions?

5. Unique Value / Distinction:

What makes your business unique?

6. Desired Impact:

What impact do you wish to make on your customers or society?
