

# Business Mission Statement Outline

## 1. Purpose

What is the core purpose of your business?

---

## 2. Core Values

List the key values that guide your business.

---

## 3. Target Audience

Who are you serving? (Demographic / Market Segment)

---

## 4. Products or Services

What do you offer to your customers?

## 5. Unique Value Proposition

What makes your business unique?

---

## 6. Impact

What impact do you strive to have?

---