

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?
