

Small Business Mission Statement Structure

1. Purpose

e.g., *What is the core reason your business exists?*

2. Target Audience

e.g., *Who do you serve? (customers, clients, community)*

3. Products or Services

e.g., *What do you offer?*

4. Core Values

- e.g., *Integrity*
- e.g., *Innovation*
- e.g., *Customer Focus*

5. Business Goals

e.g., *What impact do you aim to create? (short or long term)*

Sample Mission Statement

"Our mission is to [purpose] by providing [products/services] to [target audience], guided by our values of [core values], and striving to [business goals]."