

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]."