

Mission statement examples essay

[Business](#), [Strategy](#)



“ A mission statement is a formal, short, written statement of the purpose of a company or organization. The mission statement should guide the actions of the organization, spell out its overall goal, provide a sense of direction, and guide decision-making. ” (Wikipedia) Examples of missions from some companies: McDonalds - “ McDonald’s brand mission is to “ be our customers’ favorite place and way to eat. ” Our worldwide operations have been aligned around a global strategy called the Plan to Win centering on the five basics of an exceptional customer experience - People, Products, Place, Price and Promotion. We are committed to improving our operations and enhancing our customers’ experience. ” (McDonalds website) Tim Hortons - “ Our guiding mission is to deliver superior quality products and services for our customers and communities through leadership, innovation and partnerships.

Our vision is to be the quality leader in everything we do. ” (Tim Hortons website) “ The Walt Disney Company is committed to balance environmental stewardship with our corporate goals throughout the world. (Disney website) “ You’ve probably heard people talk about conservation.

Well, conservation isn’t just the business of a few people. It’s a matter that concerns all of us. It’s a science whose principles are written in the oldest code in the world, the laws of nature. The natural resources of our vast continent are not inexhaustible. But if we will use our riches wisely, if we will protect our wildlife and preserve our lakes and streams, these things will last us for generations to come. ” — Walt Disney (Disney

Website)REFERENCEDisney Website, Corporate Information, Mission Statement [http://corporate. disney. go](http://corporate.disney.go).

<https://assignbuster.com/mission-statement-examples-essay/>

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Research: Mission Statement, [http://www. aboutmcdonalds.
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Website, Corporate Information