

Definition: a mission statement is a clear and

[Business](#), [Management](#)



Definition: A mission statement is a clear and concise definition of a company's primary goals, including its objectives and its purpose.

It seeks to answer the fundamental question, " Why does my business exist?" The mission statement helps articulate the company's objectives for those who work and operate within the business and for the end consumer, customer or client. Mission statements are just as diverse as the businesses they define and they describe a variety of of best practice and main core values that best describes the business. An example mission statement for running a child daycare center may be as follows: Mission Statement Work in partnership with parents to enable children develop outstanding educational skills within the daycare center that best suits the children and their parents individual needs and requirements. Provide creative, innovative and progressive learning experience on all aspects of childcare for children and all members of staff.

Develop creative and interactive physical childcare development through planned exercise routines within a safe, relaxed and happy environment. Provide an environment where each child can feel safe, have a sense of belonging and may respond positively and cooperatively with staff and other children. Provide planned, healthy and varied nutritional diet which meets the requirements of the parents, the children and the daycare center.

Introduce children immediately to a wide selection and appropriate range of learning materials as possible to meet their individual requirements.

Employ, motivate and promote positive staff productivity and development through excellent management practice within a satisfying work environment.

Promote and encourage fair and equal opportunity and to provide excellent staff training and leadership and provide excellent staff salaries.

Foster regular parental activity and participation groups and actively promote good relationships between staff, parents and children.