

# Mission statements



Mission statements McDonald's vision is to be the world's best quick service restaurant experience. Being the best means providing outstanding quality, service, cleanliness and value, so that we make every customer in every restaurant smile. To achieve our vision, we are focused on three worldwide strategies:

1. Be the best employer for our people in each community around the world,
2. Deliver operational excellence to our customers in each of our restaurants, and
3. Achieve enduring profitable growth by expanding the brand and leveraging the strengths of the McDonald's system through innovation and technology."

2. " Dell's mission is to be the most successful computer company in the world at delivering the best customer experience in markets we serve. In doing so, Dell will meet customer expectations of:

Highest quality

Leading technology

Competitive pricing

Individual and company accountability

Best-in-class service and support

Flexible customization capability

Superior corporate citizenship

Financial stability"

On Mission Statements

Bart (1998) gave one of the most precise definitions of a mission statement:

" A good mission statement captures an organization's unique and enduring reason for being, and energizes stakeholders to pursue common goals. It

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also enables a focused allocation of organizational resources because it compels a firm to address some tough questions: What is our business Why do we exist What are we trying to accomplish" In addition it should also tell where it is going and the values, strengths, and competencies that it will be using. This definition will be a guiding point in the evaluation of the mission statements of McDonald and Dell, Incorporated.

McDonald's mission statement can be classified one of the best examples in the global corporate arena. The mission statement clearly defines what the company is and what it wants to accomplish-" to be the world's best quick restaurant experience." This future goal is backed by the strategies which the company will employ-" outstanding quality, service, cleanliness and value." Furthermore, the mission statement is crafted with the company's stakeholders in mind. McDonald emphasizes that it wants that it will be looking after its employees, customers, and shareholders. Written in clear and simple language, the message that McDonalds want to communicate is clearly delivered and is understood by any individual. The mission statement is clear, precise, simple and is very suitable for the world's largest fast food chain.

In comparison, Dell's mission statement is more inclined in the company's future than on what it is. It should be noted that Dell's mission statement can be applied to any computer manufacturer. The company's mission statement should be more specific and highlight Dell's core competencies.

#### Reference

Bart, Christopher. (August 1998). " Mission Matters." The CPA Journal. v68 n8 p56-57. [Online]. [www. web1. infotrac. galegroup. com](http://www.web1.infotrac.galegroup.com)