

# Business Mission Statement

Ask yourself:

**WHY ARE WE IN THIS BUSINESS?** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**WHO DO WE SERVE?** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**WHAT DO WE PROVIDE?** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**WHAT MAKES US AND OUR PRODUCTS SPECIAL?** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**WHAT ARE OUR GOALS?** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**HOW DO WE KNOW WE ARE SUCCEEDING?** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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