**Business Mission (Purpose) Template**

This guide will assist students in designing a Mission Statement for their venture.  The statement does not have to follow the format exactly and students may wish to include statements about company values or culture not included in the template.

**The Corporate Purpose is:**

**To Service:**

                                    (Customer Types)

**By Satisfying:**

                                     (Customer Needs/Wants)

**With:**

                                    (Products/Services)

**Supplied Through:**                                                                                                                      \_

                                    (Channels of Distribution)

**To Cover:**

                                    (Geographic Markets)