

Vision and Mission Statements

The vision and mission statements for a business state the guiding principles by which a business functions.

A vision statement establishes the scope and purpose of a company and reflects its values and beliefs. A vision statement is future-based and answers the question “where do I see my business going?”

Example: A hunger-free America (Feeding America)

A mission statement expresses the specific aspirations of a company, the major goals it will try to reach. It should clearly express a company’s main goals and purpose. A mission statement is present-based and answers the question “Why does my business exist?”

Example: To feed America’s hungry through a nationwide network of member food banks and engage our country in the fight to end hunger. (Feeding America)

Required activity:

1. Research 5 additional well known businesses and find their Vision/Mission statements:

List them below then submit to Google Classroom:



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List them below then submit to Schoology:

Nike: “to bring inspiration and innovation to every athlete in the world”.

Walmart: “ to save people money so they can live better”.

Wells Fargo: “Our enduring vision of helping customers succeed financially, which unites us as One Wells Fargo. Our five values, which articulate what's most important to us: What's right for customers, people as a competitive advantage, ethics, diversity and inclusion, and leadership.”

Wendy’s: “to deliver superior quality products and services for our customers and communities through leadership, innovation and partnerships”

Coca-Cola: "To refresh the world in mind, body and spirit. To inspire moments of optimism and happiness through our brands and actions."