

Business Plan Mission Statement Guide

Target Market

Who does your company serve? Be specific.

 *Example:* Youth ages 11–15 in Emery County

Put yours here:

Problem Solved

What problem does your company solve for customers?

 *Example:* insecurities and confidence

Put yours here:

Customer Result

What result does your company create for customers?

 *Example:* look better and feel better

Put yours here:

How Results Are Created

How does your company create those results? Pick only one focus product or service.

 *Example:* showing them how to create an exercise plan

Put yours here:

Company Mission Statement

Now combine the information from the sections above into one complete sentence.

Use this pattern to guide you:

Our company will help **[target market]** with **[problem]** to **[result]** by **[solution]**.

(You can reword it, but try to include all of these elements.)

Example: Our company will help youth ages 11–15 in Huntington, Utah with insecurities and confidence to look better and feel better by showing them how to create an exercise plan.

Put yours here: