**Business Plan**

**Mission Statement**

You are going to re-craft you mission statement. When doing so, your mission statement:

* Should describe the reason your business exists.
* Should articulate what the business is going to accomplish.
* Should reflects every facet of your business. If you don’t mention it in your mission statement, YOUR COMPANY DOESN’T IT.

Answer the questions below, and then craft your mission statement in the space provided. Save a copy of this document in your personal file (you will need it again later), and print a copy to submit to Mr. Barrett. Question answers must be at least three sentences, to receive full credit.

1) Why are you in business?

2) Who are your customers? (Rich, poor, middle class?, Why?)

3) What image of your business do you want to convey?

4) What is the nature of your products and services? (what factors determine price and quality?)

5) How do you differ from your competitors?

**Mission Statement:**