

Mission research

HAVING A MISSION IS IMPORTANT WHEN CREATING
A BUSINESS.

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INTRODUCTION

Research question

What is a corporate mission?

Why you must have a mission as a company/studio?

Problem

When you set up a business you have to think about a lot of things. And by having a good mission for your business you can make possible customers feel good. This will make them more likely to make them buy products from you.

METHOD

I will primarily use the CMD method Literature Study during this research. I chose this for several reasons. For example, one of the main reasons is that you can find a lot of information online about different visions and missions of other companies. You can get a lot of information from this.

RESULTS

To get to a good mission, you must first know what your vision is. For us, this is that we want to make innovative technologies. Look at what your company does. This might include a product or service that sells. Finally, take all these things and describe it in a way that sets you apart from the competition.

There are some good examples you can use for inspiration. One good example comes from IKEA. „To create a better everyday life for the many people, this is the IKEA vision.” Our mission as a business is „to offer a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them.” Our vision also goes beyond home furnishing. We want to create a better every day for all people impacted by our business.” [\(Career, z.d.\)](#).

Starbucks also has a good example, and also recently changed its mission. As of March 2024, this is their mission. “With every cup, with every conversation, with every community – we nurture the limitless possibilities of human connection.” [\(Starbucks, 2023\)](#).

Our Mission & Vision

Visie: Make innovative technology to be used by the masses

I started with the following as my mission:

- Empowering global connections through innovative website design and development
- We connect people and business through innovative website design and development.

I submitted these to my group and also to a teacher, and my group liked the first mission. With the teacher, the following emerged:

- Look at what we want to achieve as a group. You may think in big picture terms but never promise anything. Think about "We strive to make sustainable technologies by the end of 2025" or "We want to make our company environmentally friendly by 2025". It is also allowed to make the mission longer than 1 sentence.

With all this feedback, I started thinking again and came up with the following mission statement:

- We, as a company, want to connect people and business through innovative technology creation, and strive to be the number one leading company in technology innovation by 2035.

CONCLUSION

I learned a few things about creating a mission statement, such as that you have to be very clear in the mission statement because this is what you want to get across to potential customers. A good mission statement can be the difference between a sale and a customer walking away.

RECOMENDATIONS

My recommendation for our company is to use the latest mission statement for our company. It shows what we plan to do in the coming time and also shows the direction we are going in.

REFLECTION

I was able to work well on my communication during this research. For example, I had to discuss a lot with my group about what exactly our vision will be, and so I was able to come up with a mission statement that would fit this well. I also had to go to teachers who were able to give me good feedback.

SOURCES

Bron 1 - Cox, L. K. (2024, 28 februari). 35 Vision And Mission Statement Examples That Will Inspire Your Buyers. Hubspot. <https://blog.hubspot.com/marketing/inspiring-company-mission-statements>

Bron 2 - Gorton, D. (2023, 23 oktober). Mission Statement Explained: How It Works and Examples. Investopedia. <https://www.investopedia.com/terms/m/missionstatement.asp>

Bron 3 - <https://ikea.jobs.cz/en/vision-culture-and-values/>

Bron 4 - <https://stories.starbucks.com/stories/2023/a-new-mission-for-starbucks/>