

Assignment:

Find three mission statements of a local and/or regional and international firms determining what you may find of the following:

- 1. *Customers:* Who are the firm's customers?**
- 2. *Products or services:* What are the firm's major products or services?**
- 3. *Markets:* Where does the firm compete?**
- 4. *Technology:* What is the firm's basic technology?**
- 5. *Concern for survival, growth, and profitability:* What is the firm's commitment towards economic objectives?**
- 6. *Philosophy:* What are the basic beliefs, core values, aspirations and philosophical priorities of the firm?**
- 7. *Self-concept:* What are the firm's major strengths and competitive advantages?**
- 8. *Concern for public image:* What is the firm's public image?**
- 9. *Concern for employees:* What is the firm's attitude/orientation towards employees?**