



**WESST**

THE PLACE TO START &  
GROW YOUR BUSINESS

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# BUSINESS PLAN WORKSHEET

## SAMPLE MISSION STATEMENTS

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Revlon	We make cosmetics	We sell lifestyles and self-expression: success and status; memories, hopes, and dreams.
Disney	We run theme parks	We provide fantasies and entertainment – a place where America still works the way it's supposed to.
Wal-Mart	We run discount stores	We offer products and services that deliver value to middle-class Americans.
Xerox	We make copying, fax, and other office machines	We make business more productive by helping them scan, store, retrieve, revise, distribute, print, and publish documents.
O.M. Scott	We sell grass seed and fertilizer	We deliver green, healthy-looking yards.
Home Depot	We sell tools and home repair/improvement items	We provide advice and solutions that transform ham-handed homeowners into Mr. and Mrs. Fixits.

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### EDNA'S EASY EDIBLES

Ednas Easy Edibles has a mission to provide working parents with nutritious, delicious meals at reasonable rates available for order and delivery through daycare centers, thereby improving the quality of time available to families.