

**A Level Business**  
**Welcome to College Day June 2019**  
**Summer Homework**



One of your first topics when you arrive in September will be looking at why businesses exist and what objectives they set for themselves.

You can find out quite a lot about a business from its **mission statement**.

**Definition:** A statement of an organisation's aims that uses language intended to motivate employees and convince customers, suppliers and those outside the firm of its sincerity and commitment.

#### Tasks

1. You are to go online to find the mission statements of **THREE** separate companies. Choose well known organisations that are different. *For example* a supermarket, a mobile phone network, a technology company, a car maker.
2. Comment on each of the mission statements using the definition above to assess how effective they are. What type of language is used? Would it motivate employees and impress customers and suppliers? Perhaps you feel the mission statement is ineffective. Give your reasons
3. When you have completed 2 you should then weigh up each of the statements and make a judgement about which is the most effective and give your reasons.
4. Carry out some research on the differences between private limited companies and Public Limited Companies ("PLC"s).
5. Stretch & Challenge Task. For Starbucks research their mission statement at:  
<https://www.thebalance.com/starbucks-mission-statement-2891826>
  - a) Explain how this information is useful to senior managers at Starbucks.
  - b) Why do well-known businesses publicise their mission statements on their website?