

**BTEC Business**  
**Welcome to College Day June 2021**  
**Summer Homework**



When you start in September, one of the first topics you will explore is why businesses exist and what objectives they set for themselves.

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

**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. Using the internet, research 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. Using the definition above, examine each of the mission statements and 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. Decide out of the three mission statements you have examined which you think is the most effective, giving reasons to support your opinion.
4. **Stretch & Challenge Task:**
  - ✓ Research the mission statement for Starbucks using the link below:  
<https://www.thebalance.com/starbucks-mission-statement-2891826>
  - ✓ Explain how this information is useful to senior managers at Starbucks.
  - ✓ Why do well-known businesses publicise their mission statements on their website?