

Mission Statement Exercises:

Advance Auto Parts

“It is the Mission of Advance Auto Parts to provide personal vehicle owners and enthusiasts with the vehicle related products and knowledge that fulfill their wants and needs at the right price. Our friendly, knowledgeable and professional staff will help inspire, educate and problem-solve for our customers.”

Aflac

“To combine aggressive strategic marketing with quality products and services at competitive prices to provide the best insurance value for consumers.”

Harley-Davidson, Inc.

“We fulfill dreams through the experience of motorcycling, by providing to motorcyclists and to the general public an expanding line of motorcycles and branded products and services in selected market segments.”

Dollar General Corporation

“Serving Others: For Customers A Better Life, For Shareholders A Superior Return, For Employees Respect and Opportunity.”

Questions	Advanced Auto Parts	Aflac	Harley Davidson, Inc.	Dollar General
What do we do?				
How do we do it?				
Whom do we do it for?				
What value are we bringing?				

Answer the following questions for your company. (Answers will vary)

What do we do?

How do we do it?

Whom do we do it for?

What value are we bringing?

Write your company's mission statement.