



CLASS NOTES BY NEERAJ ARORA
FOR CA INTER AND CA FINAL CLASSES VISIT WWW.EDU91.ORG
@neerajaroraofficial @neerajarora91

Mission

- Present Business Scope
- what Business are we in and what we do.
"who we are"
- Present — Capability
Customer focus
Business Makeup
- Goal for Strategic Planning Generic



5 Marks

Why should an organisation have a mission?

- o → Unanimity — of Purpose U
- o → Allocation of Resources A
- M o → Motivation of Employee by giving them purpose
- G o → General tone / organisational climate
- o → Focal Point (Looming Point) — who can identify with
For most. Organisation's Purpose
2 Direction
- o → Convert Purpose into Goals,
- o → Convert Goals into task/work structure and
Assigning the Responsibility



CLASS NOTES BY NEERAJ ARORA

FOR CA INTER AND CA FINAL CLASSES VISIT WWW.EDU91.ORG



@neerajaroraofficial



@neerajarora91

Essentials of a good mission statement - Points to be considered while writing a mission statement

- ①
- ②
- ③
- ④
- ⑤

Good Mission statement precise, clear, feasible, distinctive and motivating

-) A mission statement must define an organization's unique identity, business focus, and developmental path, distinguishing it from similar companies

NCTC

-) Needs it is trying to Satisfy, Customer it is trying to serve technology & competencies used.

-) Good mission statements are unique to the organisation for which they are developed.

For example, if an Indian healthcare startup has a mission to 'reach healthcare services to every citizen of India through innovative and affordable healthcare solutions,' this mission reflects their unique focus - healthcare innovation and affordability - which sets them apart from other healthcare companies. It also represents their specific goals, target audience, and their cultural values.