

Business Purpose Statement

Company Name:

Date:

Prepared by:

1. Overview

Briefly summarize the primary purpose of the business.

2. Business Activities

Describe the main activities and operations of the company.

3. Target Market

Identify the key target customer segments and needs addressed.

4. Business Goals

State the short-term and long-term objectives for the business.

5. Strategic Value

Explain how the business will create value and competitive advantage.

Important Notes

- Be clear and concise—focus on the core mission and objectives.
- Avoid jargon or overly technical language to ensure broad understanding.
- Tailor the statement to its intended audience (e.g., internal, investors).
- Update the statement regularly as business goals or direction evolve.
- Ensure alignment with company values and overall business strategy.

