

COMPANY STATEMENT OF PURPOSE

COMPLETED COMPANY STATEMENT OF PURPOSE DUE THURSDAY, NOVEMBER 17TH BEFORE 9 P.M.

Company Name: _____

Please answer the following questions about your COMPANY purpose. **Your Statement of Purpose can serve as a filter or lens through which you make decisions.**

This company exists because:

The core values that will be the foundation of our company culture are:

We are different in the market because:

POSITIONING STATEMENT

- A positioning statement is a brief description of a product/service, target market and how the product or service fills a particular need of the target market.
- It's meant to be used as an internal tool to align marketing efforts with the brand and value proposition.

For _____, _____ **is the**
(Target Market/Customer) (Brand)

_____ **that delivers** _____ **so**
(Category) (Point of difference)

they can _____ **because of** _____ .
(End Benefit) (Reason to Believe)