

Characteristics	Y/N
<p>Basic product/service to be offered (does what)</p> <p>Primary markets or customer groups to be served (to whom)</p>	
<p>Mission statement—Summarizes the organization's most important reason for its existence</p>	
<p>Unique benefits, features, and advantages of products/services (with what benefits)</p> <p>Technology to be used in production or delivery</p> <p>Fundamental concern for survival through growth and profitability</p>	
<p>Managerial philosophy of the firm</p>	
<p>Public image sought by organization</p>	
<p>Self-concept of business adopted by employees and stockholders</p>	
<p>Brief—so that employees can remember it</p>	
<p>Verifiable—able to stand the reality test</p>	
<p>Bound by a timeline—specifies a timeline for fulfillment of the various aspirations</p>	
<p>Current—updated on an ongoing basis</p>	
<p>Focused—lists a few (3–4) aspects of organization's performance that are important to future success</p>	
<p>Understandable—written in a clear and straightforward manner so that they are understood by all employees</p>	
<p>Inspiring—makes employees feel good about their organization's direction and motivates them to help achieve the vision</p>	
<p>Stretch—goal not easily attained</p>	
<p>Vision—Statement of future aspirations</p>	

*PepsiCo. (2011) Our Mission and Vision. Retrieved March 3, 2011 from: <http://www.pepsico.com/Company/Our-Mission-and-Vision.html>, PepsiCo, Inc. Used with permission.