

100 Mission & Vision Statements Examples

Company Name	Mission Statement	Vision Statement
Amazon	To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online.	To be Earth's Most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavors to offer its customers the lowest possible prices.
Microsoft	To empower every person and every organization on	To help people and businesses throughout the world realize their full potential.

	the planet to achieve more.	
Tesla	To accelerate the advent of sustainable transport by bringing compelling mass market electric cars to market as soon as possible.	To create the most compelling car company of the 21st century by driving the world's transition to electric vehicles.
Google	To organize the world's information and make it universally accessible and useful.	To provide access to the world's information in one click.

<p>Apple</p>	<p>To bring the best user experience to its customers through its innovative hardware, software, and services.</p>	<p>We believe that we are on the face of the earth to make great products and that's not changing.</p>
<p>Facebook</p>	<p>To give people the power to build community and bring the world closer together.</p>	<p>People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.</p>
<p>Starbucks</p>	<p>To inspire and nurture the human spirit – one person, one cup and one</p>	<p>To establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles while we grow.</p>

	neighborhood at a time.	
Coca-Cola	To refresh the world in mind, body and spirit. To inspire moments of optimism and happiness through our brands and actions.	To achieve sustainable growth, we have established a vision with clear goals: Profit: Maximizing return to shareholders while being mindful of our overall responsibilities.
Nike	To bring inspiration and innovation to every athlete in the world. (If you have a body, you are an athlete.)	To be the world's leading sports and fitness company.

<p>McDonald's</p>	<p>To be our customers' favorite place and way to eat and drink.</p>	<p>To be the best quick service restaurant experience. Being the best means providing outstanding quality, service, cleanliness, and value, so that we make every customer in every restaurant smile.</p>
<p>Disney</p>	<p>To entertain, inform and inspire people around the globe through the power of unparalleled storytelling.</p>	<p>To be one of the world's leading producers and providers of entertainment and information.</p>
<p>Walmart</p>	<p>We save people money so they can live better.</p>	<p>To become the worldwide leader in retailing.</p>

Adidas	To be the best sports company in the world.	Through sport, we have the power to change lives.
LinkedIn	To connect the world's professionals to make them more productive and successful.	To create economic opportunity for every member of the global workforce.
Intel	Delight our customers, employees, and shareholders by relentlessly delivering the platform and technology advancements that become essential to the	This decade, our mission is to create and extend computing technology to connect and enrich the lives of every person on earth.

	<p>way we work and live.</p>	
<p>Samsung</p>	<p>Inspire the world, create the future.</p>	<p>Samsung is dedicated to developing innovative technologies and efficient processes that create new markets, enrich people's lives and continue to make Samsung a digital leader.</p>
<p>Ford</p>	<p>To drive human progress through freedom of movement.</p>	<p>People working together as a lean, global enterprise for automotive leadership, as measured by: Customer, Employee, Dealer, Investor, Supplier, Union/Council, and Community Satisfaction.</p>
<p>Procter & Gamble</p>	<p>We will provide branded products and services of</p>	<p>Be, and be recognized as, the best consumer products and</p>

	<p>superior quality and value that improve the lives of the world's consumers.</p>	<p>services company in the world.</p>
<p>Netflix</p>	<p>We promise our customers stellar service, our suppliers a valuable partner, our investors the prospects of sustained profitable growth, and our employees the allure of huge impact.</p>	<p>Becoming the best global entertainment distribution service.</p>

Twitter	To give everyone the power to create and share ideas and information instantly, without barriers.	We strive to be a force for good in the world.
Visa	To connect the world through the most innovative, reliable and secure digital payment network that enables individuals, businesses and economies to thrive.	To be the best way to pay and be paid, for everyone, everywhere.

<p>Spotify</p>	<p>To unlock the potential of human creativity by giving a million creative artists the opportunity to live off their work and billions of fans the opportunity to enjoy and be inspired by these creators.</p>	<p>We envision a cultural platform where professional creators can break free of their medium's constraints and where everyone can enjoy an immersive artistic experience that enables us to empathize with each other and to feel part of a greater whole.</p>
<p>Oracle</p>	<p>We help people see data in new ways, discover insights, and unlock endless possibilities.</p>	<p>Oracle's vision is to foster an inclusive environment that leverages the diverse backgrounds and perspectives of all our employees, suppliers, customers and partners to drive a sustainable global competitive advantage.</p>

PepsiCo	To provide consumers around the world with delicious, affordable, convenient and complementary foods and beverages from wholesome breakfasts to healthy and fun daytime snacks and beverages to evening treats.	To deliver top-tier financial performance over the long term by integrating sustainability into our business strategy, leaving a positive imprint on society and the environment.
IKEA	To create a better everyday life for the many people.	Our vision also goes beyond home furnishing. We want to create a better everyday for all people impacted by our business.

Uber	We ignite opportunity by setting the world in motion.	Smarter transportation with fewer cars and greater access. Transportation that's safer, cheaper, and more reliable; transportation that creates more job opportunities and higher incomes for drivers.
Airbnb	To help create a world where you can belong anywhere and where people can live in a place, instead of just traveling to it.	Tapping into the universal human yearning to belong—the desire to feel welcomed, respected, and appreciated for who you are, no matter where you might be.
Mastercard	Every day, everywhere, we use our technology and expertise to	A World Beyond Cash®.

	<p>make payments safe, simple and smart.</p>	
<p>Dell Techn ologie s</p>	<p>To empower countries, communities, customers and people everywhere to use technology to realize their dreams.</p>	<p>Our vision is to ensure that technology drives human progress.</p>
<p>Salesforc e</p>	<p>We help our customers to create connected customer experiences, empower employees to innovate, learn and grow,</p>	<p>Improving the state of the world.</p>

	<p>deliver on our values, and improve the state of the world.</p>	
<p>Kellogg's</p>	<p>Nourishing families so they can flourish and thrive.</p>	<p>To enrich and delight the world through foods and brands that matter.</p>
<p>Heinz</p>	<p>Our mission is to be the world's premier food company, offering nutritious, superior tasting foods to people everywhere.</p>	<p>Being the world's premier food company does not mean being the biggest but it does mean being the best in terms of consumer value, customer service, employee talent, and consistent and predictable growth.</p>

Volvo	We provide innovative transport solutions for people and goods.	We will be the world's most progressive and desired premium car brand.
Roche	Doing now what patients need next.	As a research-focused healthcare company, Roche discovers, develops and provides innovative diagnostics and therapeutic products and services that deliver significant benefits to patients and healthcare professionals – from early detection and prevention of diseases to diagnosis, treatment and treatment monitoring.
SAP	Help the world run better and	To help the world run better.

	<p>improve people's lives.</p>	
<p>General Motor s</p>	<p>We are committed to providing solutions that improve people's lives and make the world a better place.</p>	<p>To design, build and sell the world's best vehicles.</p>
<p>3M</p>	<p>To solve unsolved problems innovatively.</p>	<p>3M technology advancing every company. 3M products enhancing every home. 3M innovation improving every life.</p>
<p>Lockheed Martin</p>	<p>We solve complex challenges, advance scientific discovery and</p>	<p>Be the global leader in supporting our customers to strengthen global security,</p>

	<p>deliver innovative solutions to help our customers keep people safe.</p>	<p>deliver citizen services and advance scientific discovery.</p>
<p>Caterpillar</p>	<p>Our mission is to enable economic growth through infrastructure and energy development, and to provide solutions that support communities and protect the planet.</p>	<p>Our vision is a world in which all people's basic needs — such as shelter, clean water, sanitation, food and reliable power — are fulfilled in an environmentally sustainable way and a company that improves the quality of the environment and the communities where we live and work.</p>
<p>Nestle</p>	<p>Good Food, Good Life is the promise we</p>	<p>Unlocking the power of food to enhance quality of life for</p>

	commit to everyday, everywhere.	everyone, today and for generations to come.
Airbnb	To create a world where anyone can belong anywhere.	To help create a world where you can belong anywhere and where people can live in a place, instead of just traveling to it.
Walgreens	To be America's most-loved pharmacy-led health, well-being and beauty retailer.	To champion the health and well-being of every community in America.
Bayer	Bayer: Science for A Better Life.	Health for all, hunger for none.
SpaceX	To revolutionize space	Making life multiplanetary.

	<p>technology, with the ultimate goal of enabling people to live on other planets.</p>	
<p>Estée Laude r</p>	<p>Bringing the best to everyone we touch by offering the best products, services and experiences.</p>	<p>The global leader in prestige beauty: a well-diversified, brand-building powerhouse of unrivaled creativity and innovation.</p>
<p>Costco</p>	<p>To continually provide our members with quality goods and services at the lowest possible prices.</p>	<p>To become the most recognized and respected organization in our industry worldwide.</p>

Zara	To give customers what they want, and get it to them faster than anyone else.	Zara's vision is to offer products of the highest quality to all its customers at the same time.
Slack	To make work life simpler, more pleasant, and more productive.	A world where organizational agility is easy to achieve, regardless of your size.
Spotify	To unlock the potential of human creativity—by giving a million creative artists the opportunity to live off their art and billions of fans the opportunity to	To provide a platform where limitless discovery and creation can occur.

	enjoy and be inspired by it.	
Pinterest	To bring everyone the inspiration to create a life they love.	A world where everyone has access to a lifetime of ideas and inspiration to create a life they love.
Tesla	To accelerate the advent of sustainable transport by bringing compelling mass market electric cars to market as soon as possible.	To create the most compelling car company of the 21st century by driving the world's transition to electric vehicles.
Slack	To make work life simpler, more pleasant, and	Our vision is to create alignment and shared understanding across your team, making you more

	more productive.	productive, less stressed, and just a little bit happier.
Zoom	To make video communications frictionless.	Video Communications empowering people to accomplish more.
Uber	We ignite opportunity by setting the world in motion.	Smarter transportation with fewer cars and greater access. Transportation that's safer, cheaper, and more reliable; transportation that creates more job opportunities and higher incomes for drivers.
Lyft	Improving people's lives with the world's best transportation.	Reconnecting people and communities through better transportation.

Intel	Utilize the power of Moore's Law to bring smart, connected devices to every person on earth.	If it's smart and connected, it's best with Intel.
Stripe	To increase the GDP of the internet.	Our vision is to enable more commerce on the internet and to increase the economic output of the web.
Square	To make commerce easy.	We believe everyone should be able to participate and thrive in the economy.
Pinterest	Help people discover the things they love, and inspire them to go do those	A world where everyone has access to a lifetime of ideas and inspiration to create a life they love.

	things in their daily lives.	
Shopify	Make commerce better for everyone.	We envision a future where every entrepreneur is equipped with the tools they need to sell online and off.
Twilio	Fuel the future of communications.	To build the future of communications.
Salesforce	We help our customers to transform themselves into customer companies.	We are creating a world where technology thinks and acts the way people do.

<p>Mastercard</p>	<p>To connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible.</p>	<p>A World Beyond Cash.</p>
<p>Nestle</p>	<p>Good Food, Good Life is the promise we commit to everyday, everywhere.</p>	<p>Unlocking the power of food to enhance quality of life for everyone, today and for generations to come.</p>
<p>Bloomberg</p>	<p>To provide the information, insight and analysis that</p>	<p>Bloomberg connects decision makers to a dynamic</p>

	<p>financial professionals need to make fast and accurate decisions.</p>	<p>network of information, people and ideas.</p>
<p>FedEx</p>	<p>FedEx Corporation will produce superior financial returns for its shareowners by providing high value-added logistics, transportation and related business services through focused operating companies.</p>	<p>FedEx Corporation will strive to develop mutually rewarding relationships with its team members, partners and suppliers. Safety will be the first consideration in all operations. Corporate activities will be conducted to the highest ethical and professional standards.</p>

Visa	To connect the world through the most innovative, reliable and secure digital payment network that enables individuals, businesses and economies to thrive.	Visa's vision is to be the best way to pay and be paid for everyone, everywhere.
Toyota	To attract and attain customers with high-valued products and services and the most satisfying ownership	Toyota will lead the way to the future of mobility, enriching lives around the world with the safest and most responsible ways of moving people.

	experience in America.	
Adobe	To change the world through digital experiences.	We believe everyone has a story to tell. Adobe helps people tell their stories.
Alibaba	To make it easy to do business anywhere.	We aim to build the future infrastructure of commerce. We envision that our customers will meet, work and live at Alibaba, and that we will be a good company that lasts 102 years.
Twitter	To give everyone the power to create and share ideas and information instantly,	We serve the public conversation.

	without barriers.	
Disney	To entertain, inform and inspire people around the globe through the power of unparalleled storytelling.	To be one of the world's leading producers and providers of entertainment and information.
Coca-Cola	To refresh the world...To inspire moments of optimism and happiness...To create value and make a difference.	Our vision serves as the framework for our Roadmap and guides every aspect of our business by describing what we need to accomplish in order to continue achieving sustainable, quality growth.

Starbucks	To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.	To establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles while we grow.
Microsoft	To empower every person and every organization on the planet to achieve more.	To help people and businesses throughout the world realize their full potential.
Amazon	We strive to offer our customers the lowest possible prices, the best available selection, and	Our vision is to be earth’s most customer-centric company; to build a place where people can come to find and discover anything they might want to buy online.

	the utmost convenience.	
Apple	To bring the best user experience to its customers through its innovative hardware, software, and services.	We believe that we are on the face of the earth to make great products and that's not changing.
IKEA	To create a better everyday life for the many people.	Our vision also goes beyond home furnishing. We want to create a better everyday for all people impacted by our business.
Walmart	We save people money so they can live better.	To become the worldwide leader of all retailing.

<p>McDonald's</p>	<p>To be our customers' favorite place and way to eat and drink.</p>	<p>To be the best quick service restaurant experience. Being the best means providing outstanding quality, service, cleanliness, and value, so that we make every customer in every restaurant smile.</p>
<p>Nike</p>	<p>To bring inspiration and innovation to every athlete* in the world. *If you have a body, you are an athlete.</p>	<p>To bring inspiration and innovation to every athlete in the world.</p>
<p>Lenovo</p>	<p>We create and build exceptionally engineered personal technology, but</p>	<p>Lead in PCs and be respected for our product innovation and quality, service and business conduct.</p>

	<p>we are much more than a tech company. We are defining a new way of doing things for you, for us, for everyone.</p>	
Samsung	Inspire the world, create the future.	Inspire the world, create the future.
SAP	Help the world run better and improve people's lives.	Help the world run better.
Johnson & Johnson	We blend heart, science and ingenuity to profoundly change the	For every person – to help them live longer, healthier, happier lives.

	trajectory of health for humanity.	
Intel	Delight our customers, employees, and shareholders by relentlessly delivering the platform and technology advancements that become essential to the way we work and live.	If it's smart and connected, it's best with Intel.
Oracle	We help people and companies collect, organize, and visualize data to deliver	Help people see data in new ways, discover insights, unlock endless possibilities.

	competitive advantage.	
AT&T	To inspire human progress through the power of communication and entertainment.	To be the world's best at bringing people together by providing them with unsurpassed access to their world and so they can do and experience more of what they love.
Adidas	The Adidas Group strives to be the global leader in the sporting goods industry with brands built upon a passion for sports and a sporting lifestyle.	Our mission is to become the best sports company in the world.

L'Oréal	Offering all women and men worldwide the best of cosmetics innovation in terms of quality, efficacy and safety.	Beauty for all.
Unilever	To make sustainable living commonplace.	To double the size of our business, whilst reducing our environmental footprint and increasing our positive social impact.
Honda	Maintaining a global viewpoint, we are dedicated to supplying products of the highest quality, yet at a	Seeking to meet the needs of individual customers with our unique technology, we strive to create new value at the interface between people, vehicles and the road to provide our

	<p>reasonable price for worldwide customer satisfaction.</p>	<p>customers with joy and excitement.</p>
<p>Goldman Sachs</p>	<p>Our mission is to provide a superior investment experience by blending the intimacy of a boutique with the resources of a global financial institution.</p>	<p>To be the employer, advisor and investment of choice by attracting and retaining the best talent and clients and by delivering superior results, realizing shareholder value and being a good corporate citizen.</p>
<p>Volkswagen</p>	<p>Offering mobility solutions for people and goods on a planet whose</p>	<p>Volkswagen: Moving people and driving them forwards.</p>

	resources are limited.	
Louis Vuitton	Louis Vuitton has made a promise to create objects that embody the spirit of the company: to be the symbol of elegance and refinement, while being useful and durable.	To represent the most refined qualities of Western Art de Vivre” around the world.”
3M	3M is committed to providing innovative, cost-effective products that help protect people,	3M technology advancing every company. 3M products enhancing every home. 3M innovation improving every life.

	equipment, and our environment.	
Pfizer	To be the premier innovative biopharmaceutical company.	To create a healthier world through our medicines.
General Motors	We are dedicated to earning customers for life by building brands that inspire passion and loyalty through not only breakthrough technologies, but also by serving and improving the communities in	To shape the future of mobility by integrating our hardware expertise with software and services to make lives safer, better and more fun.

	<p>which we live and work around the world.</p>	
<p>BMW</p>	<p>The BMW Group is the world's leading provider of premium products and premium services for individual mobility.</p>	<p>To be the most successful premium manufacturer in the industry.</p>
<p>Boeing</p>	<p>Connect, protect, explore and inspire the world through aerospace innovation.</p>	<p>Over the next 100 years, we will inspire the world, and be inspired by the world, to accelerate aerospace innovation and lead our industry forward in ways that</p>

		deliver maximum benefit to our stakeholders.
Merck	Our mission is to discover, develop and provide innovative products and services that save and improve lives around the world.	To make a difference in the lives of people globally through our innovative medicines, vaccines, and animal health products.
Heineken	Brewing a better world.	To be the best, most respected and innovative company in our industry, recognized for our professionalism, integrity and the quality of our people and products.

Shell	To meet the energy needs of society, in ways that are economically, socially and environmentally viable, now and in the future.	To be the most innovative and competitive energy company in the world.
General Electric	We bring good things to life.	Imagination at work.
Airbus	Make things fly.	A better-connected, safer and more prosperous world.
Accenture	To deliver on the promise of technology and human ingenuity.	Innovation to improve the way the world works and lives.

Huawei	To bring digital to every person, home and organization for a fully connected, intelligent world.	Build a Better Connected World.
BP	Our purpose is reimagining energy for people and our planet. We want to help the world reach net zero and improve people's lives.	We see possibilities everywhere – to help the world reach net zero and improve people's lives.
Nestle	Enhancing quality of life and contributing to	Unlocking the power of food to enhance quality of life for

	a healthier future.	everyone, today and for generations to come.
Lockheed Martin	We solve complex challenges, advance scientific discovery and deliver innovative solutions to help our customers keep people safe.	Be the global leader in supporting our customers' missions, strengthening security and advancing scientific discovery.