

Company Mission Statement Examples

The Tommy Hilfiger Corporation is dedicated to the living spirit of the American dream. We believe the spirit of youth is our greatest inspiration. Resourcefulness is the key to value and excellence, in making quality a priority of our lives and products. By respecting one another we can reach all cultures. By being bold in our vision we continually expand our boundaries. LIVE THE TOMMY SPIRIT.

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Zappos

We've been asked by a lot of people how we've grown so quickly, and the answer is actually really simple... We've aligned the entire organization around one mission: to provide the best customer service possible. Internally, we call this our WOW philosophy.

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JC Penney Stores Mission / Vision Statement:

It was never a secret what James Cash Penney valued when he opened his first store called The Golden Rule. "Do unto others as you would have others do unto you," is a mission statement that guided Penney and his employees for as long as he was actively involved in his business.

Today, that mission statement is still an important part of the JC Penney philosophy; although its employees have more specific guiding principles which define how they are expected to "work and win together to achieve superior performance." These are the eight "Winning Together Principles" that are the mission for JC Penney employees today:

Associates - We value, develop and reward the contributions and talents of all associates.

Integrity - We act only with the highest ethical standards.

Performance - We provide coaching and feedback to perform at the highest level.

Recognition - We celebrate the achievements of others.

Teamwork - We win together through leadership, collaboration, open and honest communication and respect.

Quality - We strive for excellence in our work, products and services.

Innovation - We encourage creative thinking and intelligent risk taking.

Community - We care about and are involved in our communities.

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Nordstrom Mission, Vision, and Values:

Although officially labeled a "goal," it is clear to anyone who is familiar with Nordstrom Department Stores that this is also the Nordstrom mission...

"At Nordstrom, our goal is to provide outstanding service every day, one customer at a time."

Further focus is provided to Nordstrom employees at all levels with this Nordstrom goal, which is also a management mission.

"We work hard to make decisions in the best interest of our customers and those serving them."

Nordstrom provides further guidance to its employees about how to achieve the Nordstrom mission in a practical way every day with a clear description of the Nordstrom culture and what Nordstrom values.

"We're family. We continue to cherish our shared experiences, celebrate our achievements and appreciate one another — just like family."

Use good judgment. We trust each other's integrity and ability.

Be empowered. We want you to take the initiative, and we'll support your efforts to deliver exceptional service.

Setting goals matters. At Nordstrom, you can determine your own success and make a real difference by accomplishing the goals you set.

It's your business. Our employees have a personal, financial and professional stake in the success of our company.

Healthy competition is good. We love to win.

Be honest. We value open, honest and respectful communication.

Be recognized. We value people who drive results, and we regularly recognize outstanding performance — whether you're serving customers or supporting those who do.

Be a good neighbor. Our company and our employees support hundreds of community organizations through contributions, outreach programs, special events and volunteering their time.

Be kind. We work hard to offer great service to each and every customer and we believe great service begins with showing courtesy to everyone, customers and coworkers alike.

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The mission of the Donna Karan Company, as a design driven company, is to represent the international pulse of New York in the design, marketing and delivery of a complete lifestyle system to a global customer. We will apply the highest standards of creativity, integrity, quality and innovation to our products and concepts.

DONNA KARAN COLLECTION

The Donna Karan Collection is a modern system of dressing created to appeal to women's senses on every level. Founded on an intuitive understanding of a woman's needs and desires, this exclusive collection embodies the ultimate in luxury, sensuality, comfort and creative expression, always utilizing the finest quality fabrics, workmanship and technological innovation.

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Name _____ Period _____ Date _____

Ralph Lauren's statement is to redefine American style, provide quality products, create worlds and invite people to take part in our dreams.