

Mission

Concise, internally focused statement of the results (usually financial, process, or customer service oriented) sought by the organization over the mid-long term (3-5 years). The mission is often a statement of the "Financial Gap" or financial goal over this time period.

Examples:

- "Increase Market Share to 25% by 2003 by outsmarting the competition"
- "Win market share by being the most cost effective supply chain manager of retail fashion products."