FSM-325
Students Notes

Mission Statements and Business Goals Lectures
MISSION STATEMENTS AND PLANNING FOR THE FUTURE

Mission Statements:

– Are generated when doing strategic planning
  ● External analysis (opportunities and threats)
  ● Internal analysis (strengths and weaknesses)

– Personalize the business, giving it its own special identity, character and path for development

– Are critical for enhancing the motivation, effectiveness, and efficiency of the workforce and management team
  ● “If you do not know where you are going, any road will take you there!”

– Should convey the vision of the business
What is a Mission Statement?

– It defines what the business is trying to accomplish, now and in the future.

– It outlines:
  1) 
  2) 
  3) 

Why Have a Mission Statement?

1. Can be a tool used by management to communicate both inside and outside the business.

2. Shows commitment and unity among the team members.

3. Process of creating it can play an important role in goal and strategy development by providing a vehicle to generate and screen options.

4. Can be a tool toward change and growth, rather than a restricting code of rules.
What Are Values?

Values are defined as:
- The quality of being useful, important or excellent
- The degree of excellence
- Moral or personal worth
- Something considered or rated highly

Some may consider these as values:
- Honesty
- Positive thinking
- Treating others as you would want to be treated
- Fairness
- If it is worth doing, it is worth doing right
- Others:

Circumstances Are Also Important

A circumstance is a condition, fact, or event that will have an effect on our future options and opportunities. Circumstances could include one or more of the following:
The Mission Statement Is Influenced By the Nature of the Business

- Products or services provided
- The technology that generates the products
- Customer satisfaction
- Specialized or diversified business

Gerber’s Mission

The Mission

The people and resources of the Gerber Products Company are dedicated to assuring that the company is the world leader in, and advocate for, infant nutrition, care and development.
The Mission will be achieved by:

setting and measuring business objectives in the context of this mission;

investing in continued produce-and body-of-knowledge innovation and research
in the areas of infant nutrition, care and development;

providing products and services to consumers which adhere to high quality
and safety standards, and at a reasonable cost;

providing consumers and professionals with information
which promotes the highest standards of infant nutrition, care and development;

adhering to a code of marketing practices
and serving as a good citizen in all communities where the company conducts
business;

and investing in the continued development and well being of Gerber associates.

The accomplishment of the mission is intended to provide:

healthy starts in the lives of all children served by Gerber;

rewarding employment for Gerber associates;

and added value for the Novartis group of companies.

Code of Marketing Practices

Gerber supports the principle that breast feeding
is the optimal source of nutrition for new born infants until
an infant’s development requires supplementation with complementary foods.
Gerber markets its products as complementary to breast feeding.

Gerber’s marketing activities are in alliance with a nation’s appropriate health and nutrition professionals.

**PERDUE FARMS**

Mission Statement

Our mission is to provide the highest quality poultry and poultry-related products to retail and food service customers.

We want to be the recognized industry leader in quality and service, providing more than expected for our customers, associates, and owners.

We will accomplish this by maintaining a tradition of pride in our products, growth through innovation, integrity in the management of our business, and commitment to Team Management and the Quality Improvement Process.

**Quality Policy**

We shall produce products and provide services at all times which meet or exceed the expectations of our customers.

We shall not be content to be of equal quality to our competitors.

Our commitment is to be increasingly superior.
Contribution to quality is a responsibility shared by everyone in the Perdue organization.

Statement of Values

Our success as a company, and as individuals working at Perdue, depend upon:

- Meeting customer needs with the best quality, innovative food and food-related products and services.
- Associates being team members in the business and having opportunities to influence, make contributions, and reach their full potential.
- Working together as business partners by implementing the principles of the QIP so that mutual respect, trust, and a commitment to being the best are shared among associates, customers, producers, and suppliers.
- Achieving the long-term goals of the company and providing economic stability and a rewarding future for all associates through well-planned, market-driving growth.
- Being the best in our industry in profitability as a low-cost producer, realizing that our customers won’t pay for our inefficiencies.
- Staying ahead of the competition by investing our profits to provide a safe work environment; to pay competitive wages; to maintain up-to-date facilities, equipment, and processes; and to create challenging opportunities for associates.
- Serving the communities in which we do business with resources, time, and the creative energies of our associates.

FY 1995 Company Goals

People - provide a safe, secure, and productive work environment.

- Improve workplace safety. Measurements include reduction in lost-time accidents and per-capita workers compensation cost.
• Improve associate satisfaction. Goal is completion of associate survey throughout the company.

Products - Provide the highest quality products and services at competitive costs.

• Improve consumer satisfaction. Measured by consumer rating of the brand.
• Improve the “Customer Service Satisfaction Index” (CSI). Each division has an individual improvement goal.
• Improve Perdue quality spread over competition. Measurements include plant-weighted ranking scores and quality consistency scores.

Profitability - grow profitably.

• Achieve planned ROE target.
• Improve competitiveness. Measurement is Agrimetrics IOE deviation in Fresh Poultry, Perdue Foods, and Turkey.

Human Resource Corporate Strategic Goals

• Provide leadership to the corporation in all aspects of human resources including safety, recruitment and retention of associates, training and development, employee relations, compensation, benefits, communication, security, medical, housekeeping, and food services.
• Provide leadership and assistance to management at all levels in communicating and implementing company policy to ensure consistency and compliance with federal, state, and local regulations.
• Provide leadership and assistance to management in maintaining a socially responsible community image in all our Perdue communities by maintaining positive community relations and encouraging Perdue associates to be active in their community.
• Provide leadership and assistance to management in creating an
environment wherein all associates can contribute to the overall success of the company.

- Be innovative and cost efficient in developing, implementing, and providing to all associates systems which will reward performance, encourage individual growth, and recognize contributions to the corporation.
LONG-TERM GOALS

DRIVE

D
R
I
V
E

SHORT TERM GOALS

SMART

S
M
A
R
T