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ITSE 1450

Case In Point 2\_1

To: CEO of Pets for Rent

Date: 10/21/2023

After reviewing the course material, I believe that having a mission statement for Pets for Rent is indeed necessary. Here's a concise explanation:

Why a Mission Statement is Necessary:

- Clarity of Purpose: A mission statement provides a clear purpose for our company, helping employees and stakeholders understand why Pets for Rent exists and what it aims to achieve, beyond bringing puppies to meetings.

- Decision-Making Guide: It serves as a guide for decision-making, assisting us in aligning our choices with long-term goals and values.

- Values Communication: Our mission statement communicates the values and principles important to us, shaping our company culture and attracting like-minded clients and partners.

- Brand Identity: A strong mission statement contributes to building our brand identity, setting us apart as a company with a clear purpose and commitment to fostering positive workplaces.

Examples of Mission Statements:

Good Example:

- Google: "To organize the world's information and make it universally accessible and useful."

Not-So-Good Example:

- XYZ Corporation: "To be the best at what we do."

In summary, a well-crafted mission statement for Pets for Rent can guide our efforts, communicate our values, and strengthen our brand identity. It ensures our focus on the mission of fostering teamwork and comradery through our innovative approach.

Feel free to reach out for further discussion or to explore the development of a mission statement.

Sincerely,  
  
KariAnn Harjo