



Vision/Mission Statements

The following are examples of vision/mission statements found in annual reports or on company Web sites, which include various aspects of the above considerations:

- To be the leader in providing effective solutions for the specialty material and service needs of our customers, in chosen market segments, through a worldwide distribution supply network, profitably (Carpenter Technology).
- Microsoft leads the way in providing access to a new world of thinking and communicating.
- To inform and empower young people (Channel One Network).
- To be our customers' most valued resource for creative, consumer-preferred, and technologically superior flavors and fragrances (International Flavors and Fragrances).
- Our company's mission is to extend and enhance human life by providing the highest-quality health and personal care products (Bristol-Myers Squibb Company).
- Electrolux will be the world leader in our products, which make everyday life more comfortable, easy, and safe.
- To develop and introduce innovative biopharmaceuticals that address the unmet medical needs of patients, thereby improving their well-being and quality of life, while advancing the science of medicine (Kyowa Pharmaceutical, Inc.).



