**Aims, Objectives and Mission Statements**

1. Use the internet to research the **aims and objectives** of the following companies: **BP, McDonald’s and Oxfam** and note down their aims and objectives.

Categorise them into corporate and functional.

Links for aims and objectives / missions / values

BP <https://www.bp.com/en/global/corporate/who-we-are/our-ambition/our-aims.html>

<https://www.bp.com/en/global/corporate/who-we-are.html>

McDonald’s <https://corporate.mcdonalds.com/corpmcd/our-purpose-and-impact.html>

<https://corporate.mcdonalds.com/corpmcd/our-company/who-we-are/our-values.html>

Oxfam <http://www.oxfam.org.uk/what-we-do/about-us/how-we-work/our-goals-and-values>

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| Comments on aims and objectives: |

1. **Evaluate** each of the following mission statements, drawing conclusions regarding their effectiveness and impact on stakeholders. Consider:

* Does it reflect the purpose and objectives of the business? Explain.
* Is it memorable? Why?
* Does it address any stakeholders in particular?
* What is the potential impact of the mission statements on stakeholders? (At least 2 different stakeholder should be considered).

*(Briefly identify and explain 2 to 4 pros/cons or strengths/weaknesses of each statement and make a clear (justified) judgement about the impact of the statement on the business and its stakeholders)*

**BP**

"We aim to be **a very different kind of energy company by 2030**as we**scale up investment in** **low-carbon**, focus our oil and gas production and make headway on **reducing emissions.**Our **new strategy** kickstarts a decade of delivery towards our **#bpNetZero ambition**”

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**“**Our mission is to make delicious feel-good moments easy for everyone.

This is how we uniquely feed and foster communities. We serve delicious food people feel good about eating, with convenient locations and hours and affordable prices, and by working hard to offer the speed, choice and personalization our customers expect.  At our best, we don’t just serve food, we serve moments of feel-good, all with the light-hearted, unpretentious, welcoming, dependable personality consumers know and love.”

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“Nine billion people will live equitably and free from the injustice of poverty, on a planet that has the natural resources to sustain them”

Oxfam’s vision is a just world without poverty: a world in which people can influence decisions that affect their lives, enjoy their rights, and assume their responsibilities as full citizens of a world in which all human beings are valued and treated equally.

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3. Final conclusion/Discussion:

* What are the similarities and differences between the aims and objectives of each of the three companies?
* Decide which mission statement is most useful in assisting the business to meet is objectives and which statement is least useful.
* Justify your decisions. (If you disagree – you need to be able to explain why).
* Be prepared to feedback to the class.

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