

# Mission and Vision Statement Analysis Paper

## Example 1: Panera Bread

Panera Bread's vision and mission statements are one in the same and seem to lack length, direction, and meaning. Their published mission statement is not what one would expect from a company like Panera. It fails to address some of the 9 principles of a mission statement defined in the text. This statement does not guide the employees to act a certain way, it does not let the employees know what sort of company it is and how it operates, and does not address the customers.

## Panera Bread Mission/Vision Statement:

“A loaf of bread in every arm” (Panera Bread, 2011)

## Revised Panera Bread Mission Statement

Panera bread is and organization committed to the proper training and development of its employees. It is important that each employee understands and follows the code of conduct policies within the company. This is the only way to ensure that our customers will be treated in the way that would make our owners proud. Panera bread is dedicated to using only the freshest ingredients and providing the healthiest options for its customers as possible. By doing this, we are better serving our communities as a healthy alternative to the average quick service restaurants.

## Revised Panera Bread Vision Statement

The Panera bread vision statement is to continue to be a leader in the fast-casual dining and quick service industry by putting an emphasis on employee development and providing our community with healthy food choices while maximizing profits for their shareholders.

I made a number of changes to Panera's vision and mission statement. All they had was basically a motto of sorts. The statement provided by Panera was very poorly developed and

nothing about the customer or about the company. It seemed outdated because most people go to Panera for lunch where they eat sandwiches, soups and panini's. Customers are not just buying bread which is why the mission statement seemed limited.

I changed the mission statement to try and address the 9 components that would make a quick service restaurant successful. Those are employee development, customers, products, community, market, self concept, and philosophy. I could not find a way for technology to fit in and still be relevant. I believe that a restaurant should invest a lot of time and energy into their employees because those are the people dealing with the customers. If the employees are poorly trained, rude, and incompetent, then it reflects poorly on the company and turns people away. Healthy options are becoming a big part of what Panera is which is why I felt it was necessary to add that. The vision statement addresses where the company wants to go and what direction they want to head. Panera is already a leader in their industry and as long as they change with the new trends of their industry, i.e. healthier food, less sodium, etc., then they will continue to be a great company and make a lot of money for their shareholders. I had to make both of these statements from scratch so it was a little hard but I think I took what Panera values, what they need to value, and put them into effective, understandable statements.