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| **Business #1** | **Business #2** | **Business #3** |
| Wendy’s mission statement is “*to deliver superior quality products and services for our customers and communities through leadership, innovation and partnerships.*” ***Mission Statement Analogy***: This mission statement shows the means that the company uses to achieve high quality aims. Thus, the following are the key points of Wendy’s mission statement:1. Superior quality products
2. Focus on customers and communities
3. Leadership
4. Innovation
5. Partnerships

The “superior quality” point of Wendy’s mission statement directly relates with the company’s vision statement. This connection shows the central importance of quality in Wendy’s strategies. The mission statement also emphasizes the thrust of Wendy’s in terms of corporate social responsibility. For example, the point about *customers* and *communities* implies Wendy’s efforts in satisfying the interests of these stakeholders. In addition, Wendy’s mission statement is specific in detailing its primary strategies, namely, leadership, innovation, and partnership.  |  |  |