

Company	industry	Mission Statment
TOYOTA	Automotive	To sustain profitable growth by providing the best customer experience and dealer support."
NIKE	Sport Shouse	<p>"To bring inspiration and innovation to every athlete* in the world</p> <p>* If you have a body, you are an athlete."</p>
Crest	Health care	provide important health and educational services to children to help them achieve healthy, beautiful smiles for life in a fun family setting."
google	IT	organize the world's information and make it universally accessible and useful.
Harvard university	edjucation	"The advancement of all good literature, arts, and sciences; the advancement and education of youth in all manner of good literature, arts, and sciences; and all other necessary provisions that may conduce to the education of the ... youth of this country...."
NASA	Aerospace	<p>To advance and communicate scientific knowledge and understanding of the earth, the solar system, and the universe.</p> <p>To advance human exploration, use, and development of space.</p> <p>To research, develop, verify, and transfer advanced aeronautics and space technologies.</p>
Samsung group		keep pace with our growing global operations, rapid changes in the world economy, and escalating competition from well-established rivals
McDonald	food	McDonald's aim to be the UK's best fast service restaurant experience.