

1. Introduction

A company description serves as the foundation of a business plan, providing essential information about the organization's identity, goals, and operations. It outlines the company's history, nature of business, target market, and competitive advantages, helping stakeholders understand what the business stands for and where it aims to go. Closely related to this are the mission and vision statements, which define the company's direction and purpose. The mission statement expresses the organization's present objectives and the strategies used to achieve them—it focuses on what the company does, for whom, and how it creates value. In contrast, the vision statement looks to the future, presenting a long-term aspiration that inspires growth and innovation. Together, these elements create a clear sense of identity and purpose, guiding decision-making and aligning employees and stakeholders with the company's overall goals.

2. Company Description

A good company description answers several important questions:

1. What is the business?

A general explanation of what the company does.

2. Where is it located?

The physical address or the region where it operates.

3. When was it founded?

The date or background story of how it began.

4. What legal form does it have?

For example, sole proprietorship, partnership, or corporation.

5. What products or services does it offer?

A simple explanation of what the business sells.

6. Who are its customers?

The type of people the business serves.

7. What makes it unique?

The special advantage or reason customers choose this company instead of others.

A company description should be clear, brief, and informative. It does not need unnecessary details, but it must give a strong idea of the identity of the company.

3. Example of a Company Description

GreenLeaf Naturals is a small business located in Oran, Algeria. Founded in 2024, the company produces and sells natural skincare products made from local organic ingredients. Our product line includes face creams, soaps, and oils. GreenLeaf serves health-conscious customers who prefer chemical-free beauty products. What makes our company unique is our commitment to sustainability, eco-friendly packaging, and fresh handmade formulas.

This example clearly shows what the company does, where it is located, who it serves, and what makes it special.

4. Mission Statement

The Mission Statement explains the purpose of the business.

It answers the question: Why does this company exist?

The mission is written in the present tense and shows what the company currently does to serve its customers.

A strong mission statement:

- Is short and direct.
- Describes the company's main activity.
- Focuses on customers and value.
- Sounds realistic, not exaggerated.

Example Mission Statements:

- “To provide affordable and healthy skincare products using natural ingredients.”
- “To offer fast and reliable delivery services to families and small businesses.”
- “To create comfortable and stylish clothing that supports everyday life.”

The mission should reflect the identity and goals of the company today.

5. Vision Statement

The Vision Statement describes what the business hopes to achieve in the future.

It answers the question: What do we want to become?

The vision is positive, inspiring, and focused on long-term goals.

It is written in the future tense or expresses an ambition.

A strong vision statement:

- Is motivational and ambitious.
- Shows the company's desired future impact.
- Is not too detailed.

Example Vision Statements:

- “To become a leading brand in natural beauty across North Africa.”
- “To be recognized as the most trusted delivery service in the region.”
- “To inspire confidence and comfort in people all over the world.”

The vision expresses dreams and future growth.

6. Difference Between Mission and Vision

Mission

- Focuses on the present
- Explains what the company does now
- Practical and action-oriented

Vision

- Focuses on the future
- Describes what the company wants to become
- Inspirational and motivational

To simplify:

Mission = What we do now

Vision = What we want to become later

7. Values

Some companies also state their values, which are the beliefs that guide their work.

Examples of business values:

- Honesty
- Respect
- Customer satisfaction
- Quality
- Innovation
- Sustainability

Values show the personality and ethics of the company.

8. Conclusion

The Company Description and the Mission/Vision Statements form the identity of a business. The company description explains who the business is and what it does. The mission explains why it exists and what value it provides now. The vision shows where the business hopes to go in the future.

These elements help customers, investors, and partners understand the business clearly and build trust. When written correctly, they create a strong foundation for the rest of the business plan.