Assignment

[Author’s name]

[Institute’s name]

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**Mission Statement**

To successfully establish the company’s position as a renewable energy firm that aims to help potential customers through its solar manufacturing product and improved environmental impact.

The development of a mission statement is recognized as one primary condition to successfully develop and develop a business idea for the potential audience. It is the explanation of the central goal of the company that can be achieved through the application of sound business strategies (Eckmann & Young, 2017). The mission statement of the company clearly illustrates that the solar manufacturing organization is keen to obtain and sustain its position as a successful renewable energy firm.

**Ethics and Values**

A proper establishment of ethics and organizational values is a mandatory condition for the company to establish its position as a successful innovative organization. It is noteworthy to mention that the company’s ethics and values need to be completely aligned with the overall idea of innovation and to the industry (Trevino & Nelson, 2016). The solar manufacturing company is keen to develop moral code for its business that appears in the forms of organizational values and ethics. The adoption of specific ethics and values is necessary to condition for the company to improve workers’ motivation level and successfully achieve business objectives.

The central values and ethical aspects adopted by the company illustrated as integrity, accountability, respect, caring, and reliability. The solar manufacturing company is committed to producing solar energy products by focusing on and adopting core values of the potential industry of innovation. The company is committed to follow market guidelines and enhance its market share by adopting the approach of truthfulness and innovation that plays a positive role for the customers. The ethical domain of accountability is also following by the company in the form of its different business strategies and policies. Furthermore, the adoption of reliability as the central value is also critically considered by the organization when it comes to the provision of energy-saving products to the anticipated customers.

**References**

Eckmann, H., & Young, K. (2017). *Sculpting Rough Ideas Into Elegant Business Plans: Ideas to Action*. Sentia Publishing. https://books.google.com/books?id=IJQtMQAACAAJ

Trevino, L. K., & Nelson, K. A. (2016). *Managing business ethics: Straight talk about how to do it right*. John Wiley & Sons.