

1.5.3 Business Objectives

* Do you have any of these aims?
	+ To get a better phone for your birthday
	+ To pass your A Level business
	+ To get a part time job
	+ To become a YouTube sensation
	+ To get through the year without a detention / penalty / phone call home
	+ To learn to play the guitar

Tick all that apply

Do you have a different aim? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Write a definition of business objectives here:

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Write what SMART stands for here:

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 Business survival as an objective

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 Survival

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 Profit maximisation

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Profit maximisation - shrinkflation

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Other business objectives

Other sales objectives

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| #1 Sales maximisation |  |  |
| #2 Market share |  |  |
| #3 Cost efficiency |  |  |
| #4 Employee Welfare |  |  |
| #5 Customer Satisfaction |  |  |
| #6 Social Objectives |  |  |







[12]