

1.5.3 Business Objectives

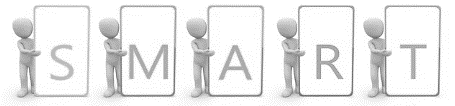
* Do you have any of these aims?
  + To get a better phone for your birthday
  + To pass your A Level business
  + To get a part time job
  + To become a YouTube sensation
  + To get through the year without a detention / penalty / phone call home
  + To learn to play the guitar

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:

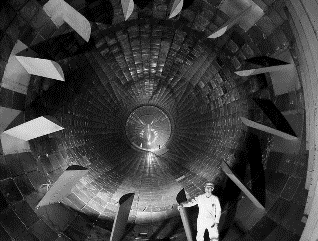
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 Business survival as an objective

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[](https://www.bbc.com/news/av/business-34485964/south-africa-s-fun-sock-entrepreneur) Survival

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 Profit maximisation

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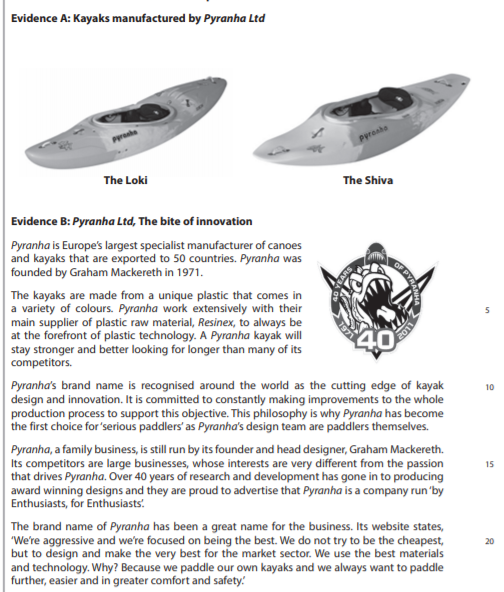
Profit maximisation - shrinkflation

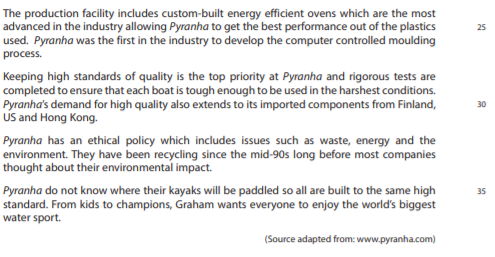
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Other business objectives

Other sales objectives

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







[12]