

Why Businesses exist

MAKE A PROFIT

Other aims:

- High quality goods/services
- Good customer service
- Good image + reputation
- Develop new products
- Diverse range
- Fully sustainable/minimise environmental impact
- Invest in local community

Mission, aims and objectives

A mission statement tells you about a business's intentions

Businesses set objectives at different levels.

There are corporate and functional objectives

Corporate objectives: goals for whole of the business.

Functional objectives (departmental objectives) : objectives for each department.

More detailed + specific to each department

SMART objectives

Specific

Measurable: if objective isn't measurable then business won't know if it has been achieved or not

Agreed: everyone knows about the objective and is happy with it

Realistic: no point setting objectives that you will not achieve

Timely: should be a timeframe for the objective to be set, so there is motivation to achieve the objective

Types of objectives:

- Profit
- Growth
- Survival
- Cash flow

Social and ethical objectives