

Economic Objectives:- This is an objective of business without which business cannot be thought of. It is all about earning of money.

Business has following economic objectives:-

1. **Profit Making:-** The main objective of any business organization is to earn profit. No body sets a business to gain loss, everybody wants to earn profit .So a business should earn that much profit that is required for the survival , growth, prestige, and recognition of business.
2. **Creation of customers :-** The second objective of a business is to attract customers towards it's products. If we have more and more customers , the larger we can earn profit. To attract customers we should follow some strategies like, making good quality products, advertise our products, making goods at reasonable prices etc. If we succeed in satisfying our consumers then our business will be able to get established in market for a long time.
3. **Innovation:-** Today a business can be established for a long time only if it adopts innovation. Innovation means doing something new. For example, to produce new products, adopting new technologies in a business, to do market research, to provide more facilities to customers. If a business is updated with new things then it can be successful otherwise it will be destroyed.

Social Objectives :- Business is established in society and it is an important part of society. So, if business perform in society, then it should not forget its responsibilities towards society. It has following social objectives:-

1. **High quality goods at fair price:-** Every business should be focused on providing good quality products to its customers at reasonable prices. No business should be indulge in

