

Aims and Objectives a small business may have:

- To get Larger (grow to other locations)
- To attract plenty of customers
- To employ more people to make the profit bigger
- Increase their sales turnover
- To be sustainable (ensuring they preserve the earths resources) and Ethical
- Customer Satisfaction

A business aim is something a business wants to achieve.

An Objective is one of the steps needed to achieve the aim

Objectives:

Smart Objectives

- Specific
- Measurable
- Agreed
- Realistic
- Time Targeted

Sustainability

= A business that has no negative overall impact on the environment.

Stakeholders and their interests in businesses:

= Stakeholders are groups or a person who have an interest in a business. They may be interested in the benefits a business could bring to them e.g jobs or they may be concerned about any "costs" which the business may bring e.g Pollution.

Types of Stakeholders:

- Employees - keeping their jobs and getting a good wage.
- Customers - wanting the business to continue and value for money.
- Suppliers - that your business is successful and they get paid on time
- Investors / Shareholders - to make profit and have a say
- Local Community - jobs in the business but concern for the environment
- Government - collect tax and keep unemployment down