Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**1.5.3 Business objectives**

1. Identify each of the following business objectives:
   * \_ R \_ \_ \_ \_
   * \_ \_R \_ \_ \_ \_ \_
   * \_ \_ \_ \_ A \_
   * \_ \_ \_ \_ \_ A \_
   * \_ O \_ \_ / \_ \_ \_ \_ \_ \_ \_ \_ \_ \_
   * \_ \_ \_ \_ O \_ \_ \_ / \_ \_ \_ \_ \_ \_ \_
   * \_ \_ \_ \_ \_ \_ E \_ / \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_
   * \_ \_ \_ \_ E \_ / \_ \_ \_ \_ \_
2. Which two of these objectives do you think are the most important for a start-up business? Justify your answer.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Match each organisation to its mission statement.

|  |  |
| --- | --- |
| Organisation | Mission statement |
| To enrich people's lives with programmes and services that inform, educate and entertain. | BMW |
| To organize the world’s information and make it universally accessible and useful. | Oxfam |
| To be the world’s leading provider of premium products and premium services for individual mobility. | Google |
| To be a company that inspires and fulfils your curiosity. | BBC |
| To create lasting solutions to poverty, hunger, and social injustice. | Sony |

4. What are SMART objectives?

S M A R T

5. Write a SMART objective for a small coffee shop in your local area that is looking to expand.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_