

BUSINESS OBJECTIVE

Organisations in the (1)_____ sector are usually created to earn maximum (2)_____ for their owners, i.e. to achieve the best possible return on the money which they have invested in the (3)_____. However whilst this will certainly be the main (4)_____ of most businesses, some may have other objectives which they pursue. For example, a new business may see (5)_____ as its main (6)_____ in its early years. This could then be followed by increasing (7)_____ share in the long run.

A couple of short term objectives such as (8)_____ sales and market share may lead to (9)_____ term objectives such as (10)_____ of scale.

aim business economies increasing long market objective private
profits survival

Key

BUSINESS OBJECTIVE

Organisations in the private sector are usually created to earn maximum profits for their owners, i.e. to achieve the best possible return on the money which they have invested in the business. However whilst this will certainly be the main aim of most businesses, some may have other objectives which they pursue. For example, a new business may see survival as its main objective in its early years. This could then be followed by increasing market share in the long run.

A couple of short term objectives such as increasing sales and market share may lead to long term objectives such as economies of scale.