

A 3D-rendered target with concentric rings and three arrows with blue fletching. A black horizontal bar with white text is overlaid across the center of the image.

Aims & Objectives

A target with concentric circles and three arrows with blue fletching are positioned in the upper left and center of the slide. The target is partially obscured by a black horizontal bar that contains the title.

Aims & Objectives

Aims are longterm goals the business wants to achieve. Objectives are short term targets to help achieve their overall aims.

A person wearing camouflage pants and a grey hoodie is standing in a forest. They are holding a knife in their right hand and a black bag in their left hand. The background is a dense forest of tall, thin trees with sunlight filtering through the canopy.

Survival

Survival is where a business is simply aiming to continue existing. This is an aim normally set by newly established businesses or businesses facing a challenging time.

A close-up photograph of a person's hands counting stacks of US dollar bills. The person is wearing a white button-down shirt. The bills are fanned out, showing various denominations including \$100 and \$20 bills. The background is softly blurred, showing more stacks of money and the person's torso.

Profit Maximisation

A close-up photograph of a person's hands counting several stacks of US dollar bills. The bills are fanned out, showing various denominations like \$100 and \$20. The background is blurred, focusing attention on the money.

Profit Maximisation

Profit maximisation, is where businesses aim to make as much profit as possible. Large established businesses may set this aim, but it is not necessarily published, as it doesn't look attractive to the customer.

Market Share



Market Share

Market share, is the percentage of sales the business owns within the market they are operating in. A large business may set an aim to increase their market share.

A top-down view of a wooden surface with coffee beans scattered across it. The beans are arranged to form the words 'Ethical Objective' in a large, white, serif font. The background is a rustic, weathered wooden plank with a vertical grain. The beans are dark brown and roasted, with some showing the characteristic crack and crease. The lighting is soft, highlighting the texture of the wood and the sheen of the beans.

Ethical Objective

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A top-down view of several coffee beans scattered across a light-colored, weathered wooden surface. The beans are dark brown and have a characteristic S-shaped crack. The wood grain is visible, and there are some darker spots and imperfections on the surface.

Ethical Objective

Ethical objectives are focusing on doing what is morally right, regardless of profit. Lush for example have objectives to reduce packaging and sell naked products, where possible.

Shareholder Value



Shareholder Value

This aim is set by a business to increase the wealth of its shareholders, by paying higher dividends or by causing the share price to increase. `This aim can only be set by limited companies.



Growth



Growth



Once a business is established, they may then set an aim to grow. This could be domestically or internationally.

Domestic growth is expanding in the country where they are currently operating. International growth is expanding outside the country the business is currently operating.

Larger businesses may grow internationally. A business can grow through opening more stores, opening an online shop or through entering new markets.

Customer Satisfaction



Customer Satisfaction



This aim is appropriate for any type of business. It is important that all businesses try and meet their customers needs and expectations. They need to retain their customers.