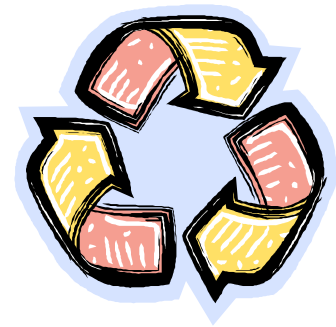


# Objectives



- Most people think businesses only have one objective – **PROFIT!**
- Most business actually have 3 common objectives:
  - Survival – this is vital!
  - Profit maximisation
  - Sales objectives – may be increasing revenue, or units
- Other objectives may include:
  - Expansion – to become a bigger business
  - Providing charitable/public services
  - Being environmentally friendly





# Stakeholders & Objectives

- Different stakeholders will want different things from the business
- This means that they will try to influence the decisions that a business makes
- This can lead to **CONFLICT**, eg:
  - Workers will want better wages
  - Owners will want bigger profits
  - Is it possible to have both?

