

## BUSINESS OBJECTIVE

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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

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### 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.