



## **Business Objectives**

(Approx. 10mins to complete)

Your Name \_\_\_\_\_

Your Business Name \_\_\_\_\_

Job Title \_\_\_\_\_

Address \_\_\_\_\_

Email Address \_\_\_\_\_

Office Phone Number \_\_\_\_\_

Mobile Phone Number \_\_\_\_\_

Your Website Address      \_ www.      \_\_\_\_\_

Today's Date                      \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

### **Background of business:**

Industry \_\_\_\_\_

Revenue earned in last fiscal year \_\_\_\_\_

Profitability earned in last fiscal year \_\_\_\_\_

Number of business owners \_\_\_\_\_

Number of employees \_\_\_\_\_



### **Business Objectives**

(Where 1 means disagree and 10 means strongly agree)

1. To increase sales.

**1 2 3 4 5 6 7 8 9 10**

2. To obtain greater profitability.

**1 2 3 4 5 6 7 8 9 10**

3. To please shareholders.

**1 2 3 4 5 6 7 8 9 10**

4. To develop upon existing business culture.

**1 2 3 4 5 6 7 8 9 10**

5. To get the best from your workforce.

**1 2 3 4 5 6 7 8 9 10**

6. To find a Unique Selling Proposition to compete more easily.

**1 2 3 4 5 6 7 8 9 10**

7. To please customers and meet their expectations.

**1 2 3 4 5 6 7 8 9 10**

8. To develop and improve upon product / service range.

**1 2 3 4 5 6 7 8 9 10**

9. To enhance corporate image.

**1 2 3 4 5 6 7 8 9 10**

10. To improve the Total Quality Management process of the business.

**1 2 3 4 5 6 7 8 9 10**