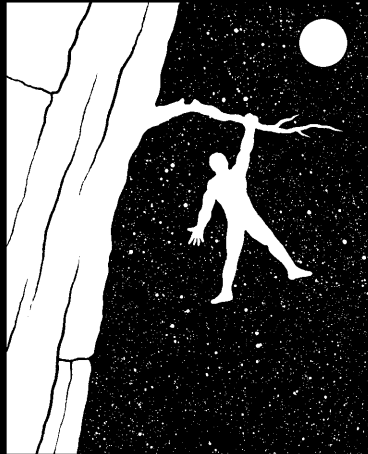
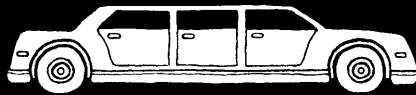
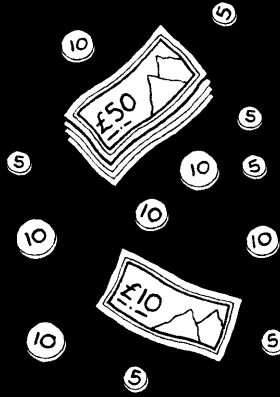


WHAT EVERY BUSINESS WANTS?

LEARNING OUTCOME: YOU WILL LEARN WHY BUSINESSES SET THEMSELVES AIMS AND OBJECTIVES, WHAT SORT OF OBJECTIVES THEY SET, AND HOW THEY CHECK THAT THEY ARE ACHIEVING THEM



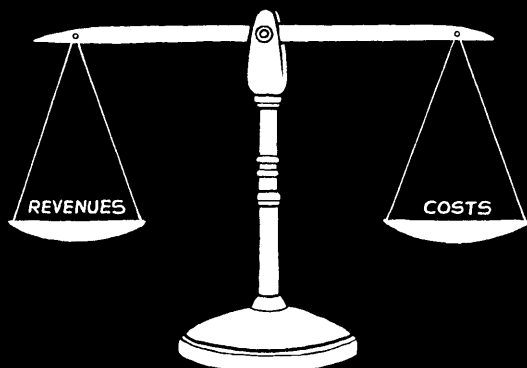
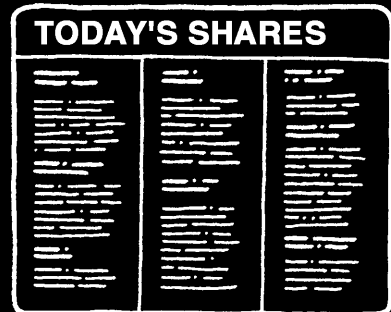
SURVIVAL



SUCCESS



STATUS/ RESPECT



- 1 What is a business? What do you think businesses actually do? The picture will help you. Write a definition and then compare it with your partner's.
- 2 Look at the picture. Why would you go into business? What do you think are the main reasons for people to go into business?
- 3 How do businesses know if they are achieving their objectives? In small groups, suggest three ways in which they could check. See if other groups can guess what the objectives are from the methods of checking them.