

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Unit: 1.3.1

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| **A \_\_\_\_ \_\_\_\_** | A long term goal that a business wants to achieve |
| **O\_\_\_\_ \_\_\_\_ \_\_\_\_ \_\_\_\_ \_\_\_\_ \_\_\_\_ \_\_\_\_ \_\_\_\_** | More specific measureable goals of a business |
| **S \_\_\_\_ \_\_\_\_ \_\_\_\_ \_\_\_\_ \_\_\_\_ \_\_\_\_ \_\_\_\_** | Start-up businesses will have this goal, to have enough sales to cover costs and still be trading |
| **P \_\_\_\_ \_\_\_\_ \_\_\_\_ \_\_\_\_ \_\_\_\_** | When revenue is greater than costs |
| **S \_\_\_\_ \_\_\_\_ \_\_\_\_ \_\_\_\_** | The best business goals are this (hint: it’s an acronym) |
| **S \_\_\_\_ \_\_\_\_ \_\_\_\_ \_\_\_\_ \_\_\_\_** | When the business goals are to help the planet or community in some way |
| **M\_\_\_\_ \_\_\_\_ \_\_\_\_ \_\_\_\_ \_\_\_\_**  **S\_\_\_\_ \_\_\_\_ \_\_\_\_ \_\_\_\_** | The percentage (%) of the total industry sales that the business has |
| **C \_\_\_\_ \_\_\_\_ \_\_\_\_ \_\_\_\_ \_\_\_\_ \_\_\_\_** | The non-financial aim that a business owner might have |



**Answers**

AIM

OBJECTIVE

SURVIVAL

PROFIT

SMART

SOCIAL

MARKET SHARE

CONTROL