



## 1.5 Business Objectives and Stakeholder Objectives

### What are key business objectives?

1. Maximize profit
2. Expansion/grow business
3. Increase market share
4. Survival

### Why is business objective important?

1. Provide a set of goals for the organisation and employees to achieve
2. Enable measurement of business performance
3. Provide direction to organisation's management

### Who are business stakeholders?

1. Internal
  - a. Employees
  - b. Managers
  - c. Shareholders/Owners
2. External
  - a. Suppliers/Creditors
  - b. Customers
  - c. Government/Authorities
  - d. Community/Society

Click [HERE](#) to find the roles of each stakeholders.

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