



ASSIGNMENT TITLE	Business aims and objectives
TASK NUMBER AND TASK DETAIL	<p>Task 1</p> <p>Using the internet, investigate two private sector businesses and see if you can find out their business aim(s) and any specific objectives. A good starting point would be to find out each company’s mission statement: this might be shown on the “About Us” pages on the company’s website.</p> <p>For a training session for the apprentices, present these aims and objectives in a simple three-column table. Your table should be headed “Purposes of aims and objectives”, and the three columns should be labelled “Aims”, “Objectives” and “Purposes”. In the third column, you should write out a clear explanation of the purpose these businesses have in setting aims and objectives.</p> <p>Note: if you have problems in finding out real specific company objectives, discuss with your teacher and see if you can think of your own, logical objectives to illustrate its mission and aims.</p>
ASSESSMENT CRITERIA	P3 describe the purpose of setting aims and objectives for businesses
GRADE / LEVEL	Successful completion would achieve the pass grade.
EXEMPLAR ANSWER	<p>A table should be set out to show, in three separate columns, the aims, objectives and purposes of two businesses.</p> <p>For example, a business might have as its aim “to be a market leader”. One objective it might set to achieve this aim would be “to increase sales by 10% over a six-month period”. In the purposes column, you might write:</p> <ul style="list-style-type: none"> ▪ By having an aim such as to be market leader, the business has created a direction for all staff to aim for. Everyone in the firm has to work towards that common goal. Top managers can meet together and decide how they can all do things that will help the firm to “lead in its market”. ▪ Because the firm wants to be a “market leader”, this means that it may need to sell more: customers have to be happy. Managers will tell their staff that things must happen to achieve the company aim. So, sales targets will be set, promotions will happen, products will be improved, customer service enhanced. All these will be done by setting objectives. An employee who does not achieve objectives can be either retrained, transferred or sacked.
ANY ILLUSTRATIVE MATERIAL REQUIRED	This is an essentially descriptive exercise but learners could use an illustration to show clarity in purpose or a sense of direction (such as a signpost).
GRADING COMMENTS	Pass-level only is available for this descriptive work.