**Types of aims and objectives for a new business**

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| **Survival** | **What does this mean?** | **Example of a business that achieves this objective** |
| **Providing a good product/service** | **What does this mean?** | **Example of a business that achieves this objective** |
| **Earning a profit** | **What does this mean?** | **Example of a business that achieves this objective** |
| **Customer satisfaction** | **What does this mean?** | **Example of a business that achieves this objective** |
| **Market share (growth)** | **What does this mean?** | **Example of a business that achieves this objective** |
| **Being ethical** | **What does this mean?** | **Example of a business that achieves this objective** |
| **Environmental/sustainable** | **What does this mean?** | **Example of a business that achieves this objective** |