**Measuring Success**

**How would you measure the performance of the following?**

|  |  |  |
| --- | --- | --- |
| Business | Measured by: | Performance indicators. (How do you measure if this is a success?) |
| Shirt manufacturer |  |  |
| Double glazing retailer |  |  |
| Customer service call centre |  |  |
| School |  |  |
| Coach company |  |  |
| Police force |  |  |

**How would success be measured differently between a new business and an established business?**

**Why is it important to look at businesses’ objectives before determining whether they are successful or not?**