**Objectives When Starting Up: Starter Activity**

Read about the following business objectives and then rank them in order of importance to you. Also, tick the relevant right-hand box whether you believe the objective is financial or non-financial.

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| **Objective:** | **Description:** | **Rank:** | **Financial Objective:** | **Non-Financial Objective:** |
| **Survival** | To earn enough revenue to make sure that it does not go bankrupt. |  |  |  |
| **Profit** | To make as much money as possible. |  |  |  |
| **Independence & Control** | To choose your own working hours and make the decisions. |  |  |  |
| **Financial Security** | To make money to fund the owners retirement and future ambitions. |  |  |  |
| **Personal Satisfaction** | To feel the sense of achievement of being able to run your own business. |  |  |  |
| **Challenge** | To enjoy the difficulty in running a business. |  |  |  |
| **Social** | To help other people that might be in need. |  |  |  |

Explain why you chose those objectives in the order you chose.

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Higher Level Extension :

Suggest inappropriate business objectives when setting up a business