1. Explain the difference between ‘aims’ and ‘objectives’.

Bill Morrison, photographer

Bill Morrison has had a lifelong interest in photography. As a keen amateur he had the latest equipment and recently has attended many courses to learn more about the profession and become a professional photographer.

A banker and then educator by training, he has decided at the age of 50 to set up his own micro-business, as a professional photographer.

There were several stimulus factors for this decision, including his daughter moving away to university and therefore him having more time without the need to be a professional taxi service too!

For the moment he continues with his day job as an educator and will need to reflect upon this as the business grows.

His website states:

“I am a professional photographer currently establishing my business within the North West area. If you are looking for both a professional but very relaxed photography experience I think you will enjoy my approach and style. I like to get to know my clients so that the photographs produced truly reflect their lives and the occasion”

So far, the wedding and birthday shoots that he has been commissioned to do have produced outstanding results that his clients have been overwhelmingly pleased with. [www.billmorrisonphotography.co.uk](http://www.billmorrisonphotography.co.uk)

2. Explain why objectives should be SMART.

3. What do you think was Bill’s financial objective when he set up the business?

4. What do you think his non-financial objectives were when setting up the business?

5. As the reviews have been so positive, it is likely that the business will continue to grow. What might be the pressures for Bill if this was the case?