**Business Objectives**

1. What is a mission statement and why are they used?
2. How do corporate objectives differ from functional objectives?
3. What is strategy?
4. What are SMART objectives and what impact would it have on a business if objectives were not SMART?
5. What SMART objectives might the finance department of a small car dealership be if they had the corporate objective of becoming the largest dealership in London in the next 5 years?
6. To what extent is this a suitable corporate objective?

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