



Planning a new venture – Preparing the strategy

Setting general objectives

What are the *general* objectives of the enterprise?

General, in this context, means broad in scope and timespan. For example, general objectives could specify overall economic goals (e.g. to achieve sales in excess of £1 million and profits of £100,000), industry goals (to develop a particular process), lifestyle goals (e.g. to provide a satisfying and democratic place of work), environmental goals (e.g. to produce products which are environmentally safe), market goals (to achieve market leadership in a given segment) and so on.

Clearly these general objectives of the enterprise will be strongly linked to your personal motives as an individual.

Use this worksheet to list your general objectives

	<i>GENERAL OBJECTIVES</i>
1.	
2.	
3.	
4.	
5. etc.	