



Planning a new venture – Preparing the strategy

Setting specific objectives

What are the *specific* objectives of the enterprise?

Specific means narrow in scope and timespan. For example, specific objectives could detail sales and profit targets for years 1, 2 and 3. They could quantify the number of outlets to be opened by year, the number of employees or partners by which an enterprise grows each year, the size of the customer base, the number of new accounts to be opened in each year, the percentage market share targeted by year, the number of new products and other quantifiable goals.

The specific objectives will build into the general objectives set earlier.

Use this worksheet to list your specific objectives:

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