### Goals & Objectives

#### Business Plan Final Project

In this section, you need to create at least three goals you want to achieve when you launch and operate your business. You also need to create at least one (although 2 are preferred) objectives for every goal that you have.

**EVERY GOAL SHOULD HAVE AT LEAST ONE OBJECTIVE**

Objectives should be as detailed as possible of how you plan to accomplish each goal. Objectives are the action you will take to achieve each goal. Objectives should be realistic and include a deadline for each.

**Structure of each paragraph:**

* Include a summative list of your goals at the top of your sheet as a bulleted list
* Begin each paragraph by describing the need for your goal
* Follow-up each goal with an objective that describes how your goal can be achieved
* Summarize the need for your goal in the concluding sentence.

**Physical Characteristics:**

* One page maximum – 3 paragraphs maximum (paragraphs should have at least 5 sentences each)
* 1-inch margins – typed
* Times New Roman or Calibri font style
* 12-point font size
* Include title at top of page and page number

See example on next page

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| GOALS & OBJECTIVES• Break-even my first year of operations with revenue• Build a strong team of professional and reliable employees• Add software training as a future service  I am aware that in my first year of operations, that it may not be realistic to expect to earn a net profit. A large amount of capital will be spent on renovations, purchasing equipment and supplies, paying employee salaries, and other expenses. The amount of revenue I bring in may cover my expenses alone. However, it is my goal to at least break-even. I plan to break-even by providing superior service that will warrant my prices to be competitive, and not too low. I believe that setting prices too low my give the impression to my customers that the quality of computer repairs may not be of high quality. Therefore, by setting my prices at competitive prices, I expect to at least break-even my first full year of operations. I believe that a successful business requires motivated and professional employees who believe in the standards of their business. It is my goal to have a strong team of professional and reliable employees. I plan to spend a lot of time screening job applicants for the qualities and skills I believe will attract new customers, maintain customer loyalty, and allow me to depend on my employees to the fullest. Eventually I may consider promoting my most dependable employees to management positions allowing me to expand my business to other locations in the future. Therefore, by hiring and retaining dependable, professional, and reliable employees I will have a successful business where customers and I can depend on employees to provide high quality service. My business will focus primarily on computer sales and repairs. Adding services in the future will help to bring in larger revenues. Computer and software training is a service that will allow other companies to depend on my business to help enhance their skills. It is my goal to provide software training in a training center located at my business and on-site training. This added service would require the purchase of computers for every trainee to use as well as upgrades to have the most up-to-date software available. Revenue would need to be generated in my first years of operations to purchase the equipment and upgrades needed to be successful as a training center. However, by offering computer training services in the future, more companies will rely on my business not only for sales and repairs, but for building necessary skills to help their own businesses become successful and competitive.  |

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