

Business Aims and Objectives

Each of the descriptions below relates to a famous business organisation.

1 From the four options given below each description, name each organisation.

2 List the aims which are mentioned in each description.

3 Choose two of the organisations and suggest a SMART objective for one of the aims you have listed

A It used to produce the nation's favourite potato crisp, but Walkers now has the edge. However, 90 per cent of the public still associates crisps with this brand. In such a competitive market, price is very important. The company has had to cut costs and operate more efficiently. It is now concentrating on adding more products – such as Bugles and Wotsits frozen potato shapes – to its existing product lines.

a Cadbury's **b** Walkers **c** Golden Wonder **d** Pringles

B Originally, a major high street chain of chemists' shops, this company also sold other goods from cosmetics to children's clothes. But now that supermarkets run pharmacies, and sell off-the-shelf medicines at low prices, this organisation has changed its plans. It has opened opticians and six dental practices, is introducing fitness centres with swimming pools and offers health advice in two large stores. It also wants nail bars, dentists and chiropodists in stores and to earn half of its profits from non-chemist items in the coming years.

a Superdrug **b** Boots **c** Tesco **d** Debenhams

C The world's most famous brand experienced several disasters in the 1990s. The worst was its attempt to change its formula, which led to a revolt by customers and a \$45 million loss in 1999. With bottling plants worldwide and the old formula back in the cans, there may seem nowhere else for this multinational to go. But it doesn't agree. It is focusing on China, where it wants to quadruple sales, and Europe. It is also looking at introducing additional soft drinks, besides Fanta and Sprite, and may even enter the mineral water market!

a Coca-Cola **b** Microsoft **c** Pepsi **d** Perrier

D This retailer thinks Jamie Oliver has helped to sell its new focus on quality, rather than price cuts alone. It has concentrated on improving the quality of its services and products and has introduced a new foods and drink portal 'Taste for Life'. It is extending and refurbishing 50 stores nationwide, building 13 new supermarkets and spending more than £50 million upgrading its Internet services.

a Tesco **b** Sainsbury's **c** Waitrose **d** Asda

E Originally, this company only appealed to 'cult' bikers and ten years ago was on the brink of bankruptcy. Today, production and sales are booming. This US firm now wants to broaden its appeal to female riders and even city workers and to continue to sell more overseas, including in the UK. Prices aren't likely to fall, but don't need to. The company reckons that as people have more money to spend, they have more desire to buy a quality product – and a famous name.

a Triumph **b** Suzuki **c** Honda **d** Harley Davidson