**Sorting task**

Below is a mix of aims and objectives all jumbled up. Using the space below identify:

1. The business aims
2. Which objective suit a small business (Sole Trader, Partnership) and which suit a large business (Ltd., Plc.)

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| --- | --- | --- |
| Retain 90% of customers | Source cheaper materials | Provide a service |
| Make a profit | Increase market share by 2% | Improve customer satisfaction rating |
| Gain 100% market awareness | Increase product portfolio | Grow the business |
| Establish business name | Use profits to open new site | Avoid hostile takeover |
| Pay increased dividends | Reduce staff turnover  | Become a Ltd. |
| Make enough £ to live on | Survive the year | Employ two more staff |