

1.4 Business planning and review

Name: _____ Class: _____ Date: _____

Total: 15 marks

KEY WORDS business objective 商业目标 • strategy 战略 • action plan 行动计划
• cash-flow forecast 现金流预测

Objective

Build a measurable **business objective** 商业目标 and connect it to actions, cash flow, and review.

You must be able to:

- distinguish an objective, strategy, and action plan
- write a measurable business objective
- explain why cash and profit differ

1 Worked examples

■ Make the target measurable

“Sell more breakfasts” is vague. “Increase weekday breakfast sales from 20 to 30 by the end of May” has a result, measure, starting point, and date.

■ Objective → strategy → action

Objective: 30 breakfasts each weekday. Strategy: faster takeaway service. Action: one worker prepares breakfast boxes by 7:30 and sales are reviewed every Friday.

2 Practice

2.1 State one feature that makes an objective measurable. [1]

2.2 Classify “prepare breakfast boxes by 7:30” as an objective, strategy, or action. [1]

2.3 Explain why a firm can make a sale but not receive cash immediately. [2]

3 Exam-style questions

3.1 Write a measurable objective for a café that wants more morning customers. [3]

3.2 Explain how a weekly sales review can improve the café's plan. [4]

3.3 A café reduces its marketing budget to save cash. Analyse one benefit and one possible risk. [4]

Solutions

2.1

- Any one of: number, deadline, starting point, or stated result.

2.2

- It says who does a specific task and when.
- **Action**

2.3

- A customer may pay later, for example after receiving an invoice.
- Cash arrives later even though the sale is recorded.

3.1

- A suitable answer includes a numerical target and deadline.
- Example: **Increase weekday breakfast sales from 20 to 30 by the end of May.**

3.2

- The review compares actual sales with the target.
- It can reveal whether the action is working and allow changes before the final deadline.
- This improves control of the plan.

3.3

- Saving the budget can improve short-term cash.
- Fewer customers may learn about the café, so sales could fall later.