GAC BUSINESS • EXERCISE SHEET

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]