

COMPANY OBJECTIVES

To help you identify goals for your new company over the first year and subsequent years, identify objectives you might want to achieve. Be as specific as possible. And for each objective, make a note of how you might achieve that goal.

Objective for the next 12 months:

What do you expect your sales or profits to be in the first year of operating? (**Note:** You may expect a negative return for the first year or two.)

At 2 years:

What do you expect your sales or profits to be in 2 years from now?

At 3 years:

At 4 years:

At 5 years:
