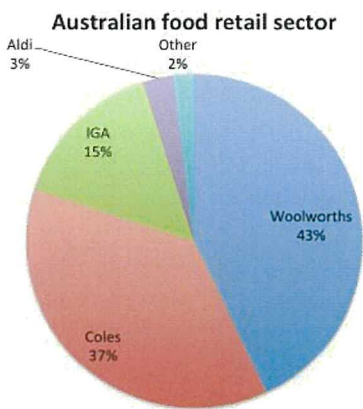


2. **BUSINESS OBJECTIVES** including to make a profit, to increase market share, to fulfill a market and/or social need and to meet shareholder expectations



Make a Profit



Increase Market Share



Fulfill a market and/or social need



Meet shareholder expectations

4. The **AREAS OF MANAGEMENT RESPONSIBILITY** including operations, finance, human resources, sales and marketing, and technology support, and how each area contributes to the achievement of business objectives

