

## OBJECTIVES OF BUSSINESS

It means that goal of business, businessmen do different types of business so they are not motivated by the same motives but the basic objectives any types of business are same, which are as follows:

1. ECONOMIC
2. SOCIAL
3. HUMAN

### ECONOMIC

Any business have basic Economy or assumptions that earning of profit, production of goods or services that satisfy human wants, charging reasonable price for them and impressing the techniques of production's

### SOCIAL

Business exists in society and is a part of it and businessmen have also a targeting society to provide goods and services and satisfy its need as they want at reasonable price, Businessman has to follow them and state grants. Grants protection to business's

### HUMAN

Without human the business can't be start or run, because investor, enterprisers, labor and s on are all human because every business require mentally and physically working to run a successful business and any human wants pay to satisfy its need or its family needs, wants and demands.