**ADVANCED PROJECT MANAGEMENT**

**LEARNING OUTCOME 3: ACTIVITY 11**

**GROUP ACTIVITY**

## **Goals**

* Identify your primary goals for the organisation and project you originally created.

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* Generate likely goals for these blue-chip companies:

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| **COMPANY** | **GOAL** |
| Apple |  |
| Rolex |  |
| Starbucks |  |
| Samsung |  |
| British Airways |  |
| Iscor |  |
| McDonald’s |  |