

# REVIEWING OBJECTIVES TO BUILD PROFITS IN SMALL FIRMS

**Sanda CONSTANTIN\***

***Abstract:** The paper presents the desirability of formulating and formalizing company goals. It is also present the need for continually reviewing such objectives in order to keep them current and sound.*

***Key words:** goals, small firms, review, profit*

---

\* Dept. of Management, *Transilvania* University of Braşov.