

Business Basics and ownership

Ownership: (sole trader, partnership, LTd, PLC, Public Corporations) features and ads and disads
Organisational Structures (hierarchies)matrix
Stakeholders
Objectives
Opportunity cost

Marketing

definition
Market research – methods
Product, product lifecycle, branding, packaging, differentiation
Pricing, all the strategies,
Place
promotion

Production

People

Finance

Growth

External influences

Technology, business and change