

5 FUNDAMENTALS OF BUSINESS

...that every business owner and manager should know

DEVELOPMENT



Drive new business with new clients, and drive additional business with existing clients

CREATION

Create value through innovation, product and service sourcing, quality control, packaging and presentation



VALUE



Understand your 5 key determinants of value:

- product pricing and margin strategy
- cash flow
- funding
- business maintainable earnings
- staff and culture

DELIVERY

Ensure the delivery of your product or service is seamless and effective for customers



RELATIONSHIPS



Build and maintain relationships with staff, suppliers, customers and major market influencers

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