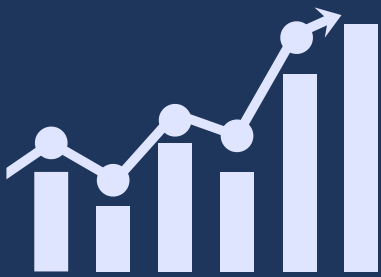


# 5 FUNDAMENTALS OF BUSINESS

...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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