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Non Profit

The double bottom line is about money or the return on investment. How much will something and how much money will it generate, either they can gain profit or lose profit. Used to explain why a company makes a choice that may seem to ignore social benefits or virtues. For example a store closing down because the budget shortfalls may be based on the "bottom line," even though it forces the people to travel outside of their neighborhood and attend stores. The double line considers both financial and social consequences before arriving at a business decision. I think it will be more difficult for a manager to run a profit organization. Because the risk is higher when someone invests into business because they expect a gain but that doesn't always happen. For example if someone decides to buy stocks and invest in a couple shares it's either going to increase their money or you lose it all. It's easier for a non profit manager to remain calm because everything they do is either from the heart or just being creative.