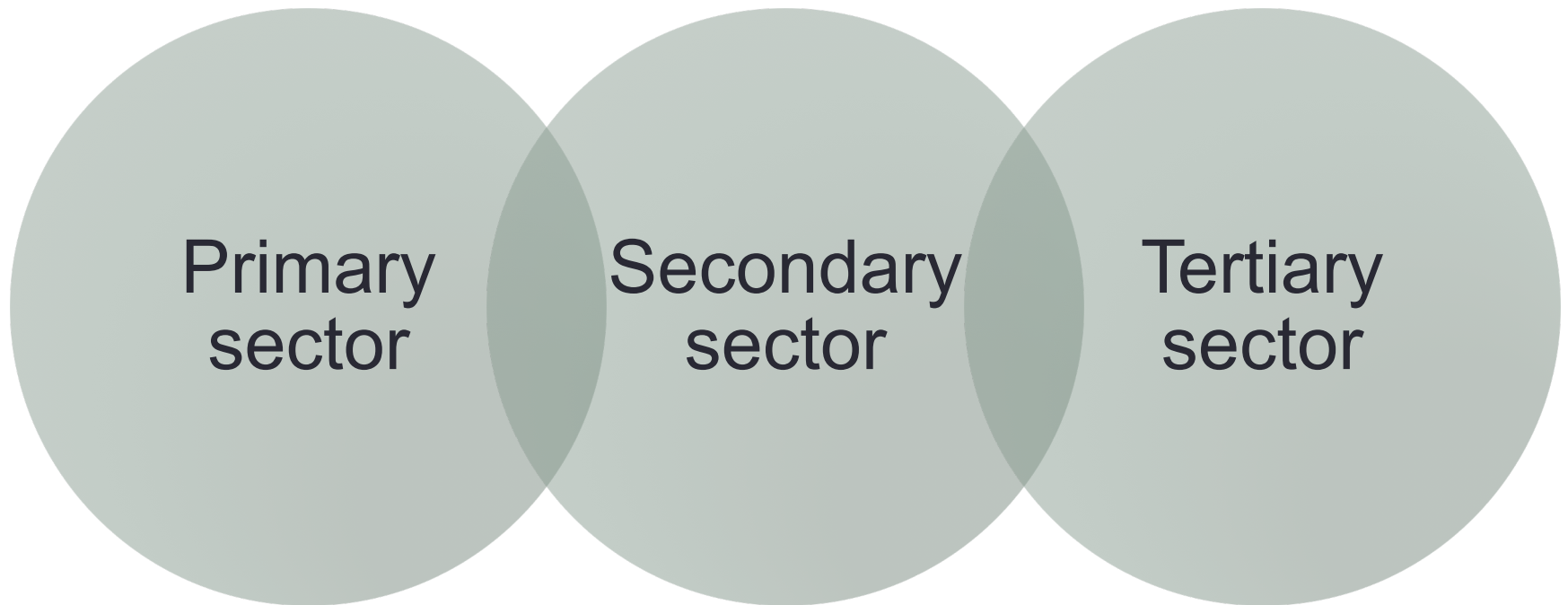


Business sector

Minne Li

Business sectors



Business sectors – primary sector



This is Jason.



This is a tree.

Jason is a lumberjack. His job is to cut down trees.

Jason works in a **PRIMARY** sector, where we grow and gather raw materials (e.g. trees).

Business sectors – primary sector

Some other examples of primary sector businesses:



Potato farms



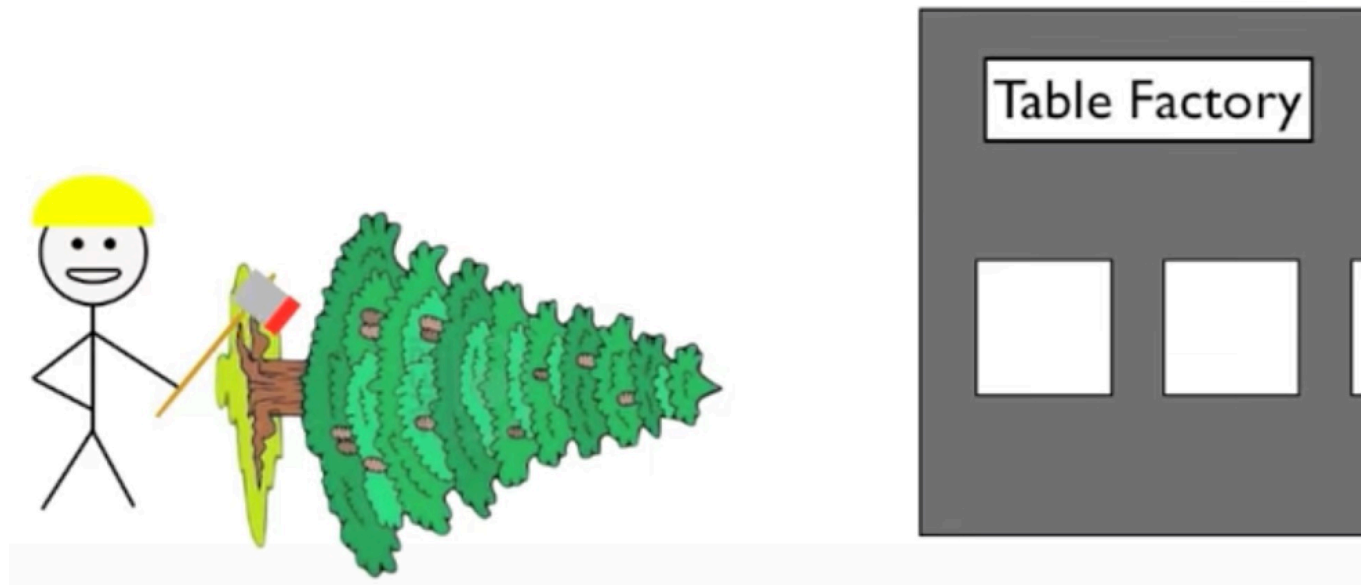
Oil drilling



Coal mining

Business sectors – secondary sector

Jason chops the tree down and sends it to the Table Factory.



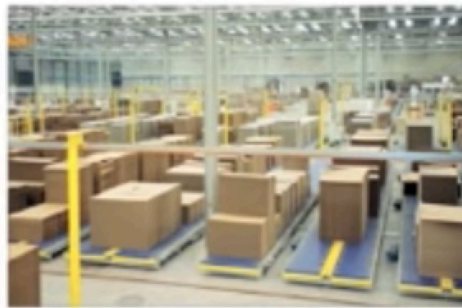
The Table Factory is in the **SECONDARY** sector, where raw materials are turned into products (e.g. tables).

Business sectors – secondary sector

Some other examples of secondary sector businesses:



Car manufacturing



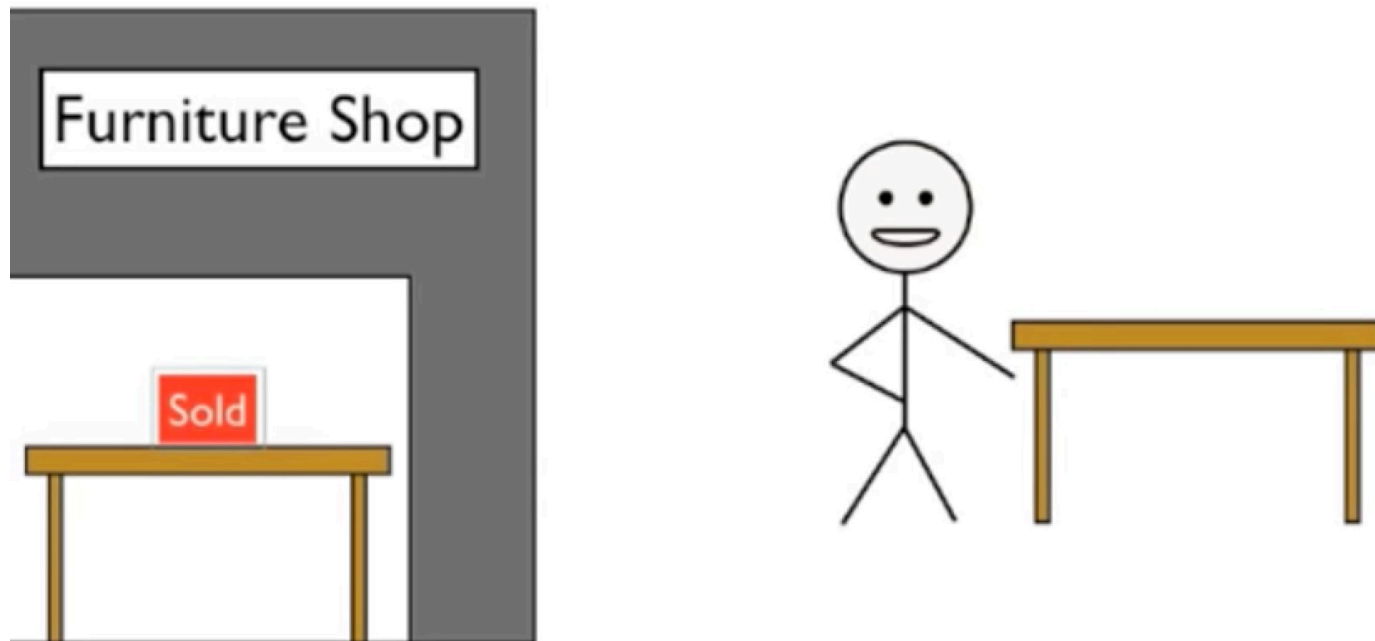
Cardboard box
factory



Frozen food
factory

Business sectors – tertiary sector

The table factory sells the finished table to a furniture shop. Tim sees the table in the shop and decides to buy it.



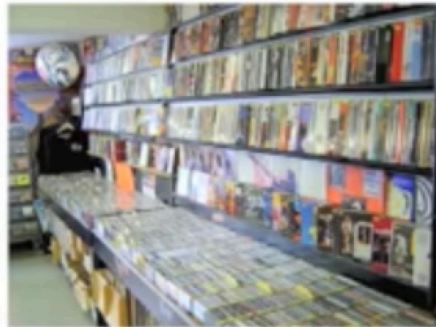
The furniture shop is in the **TERTIARY** sector, where involves providing service to the final consumers or businesses.

Business sectors – tertiary sector

Some other examples of tertiary sector businesses:



Restaurants



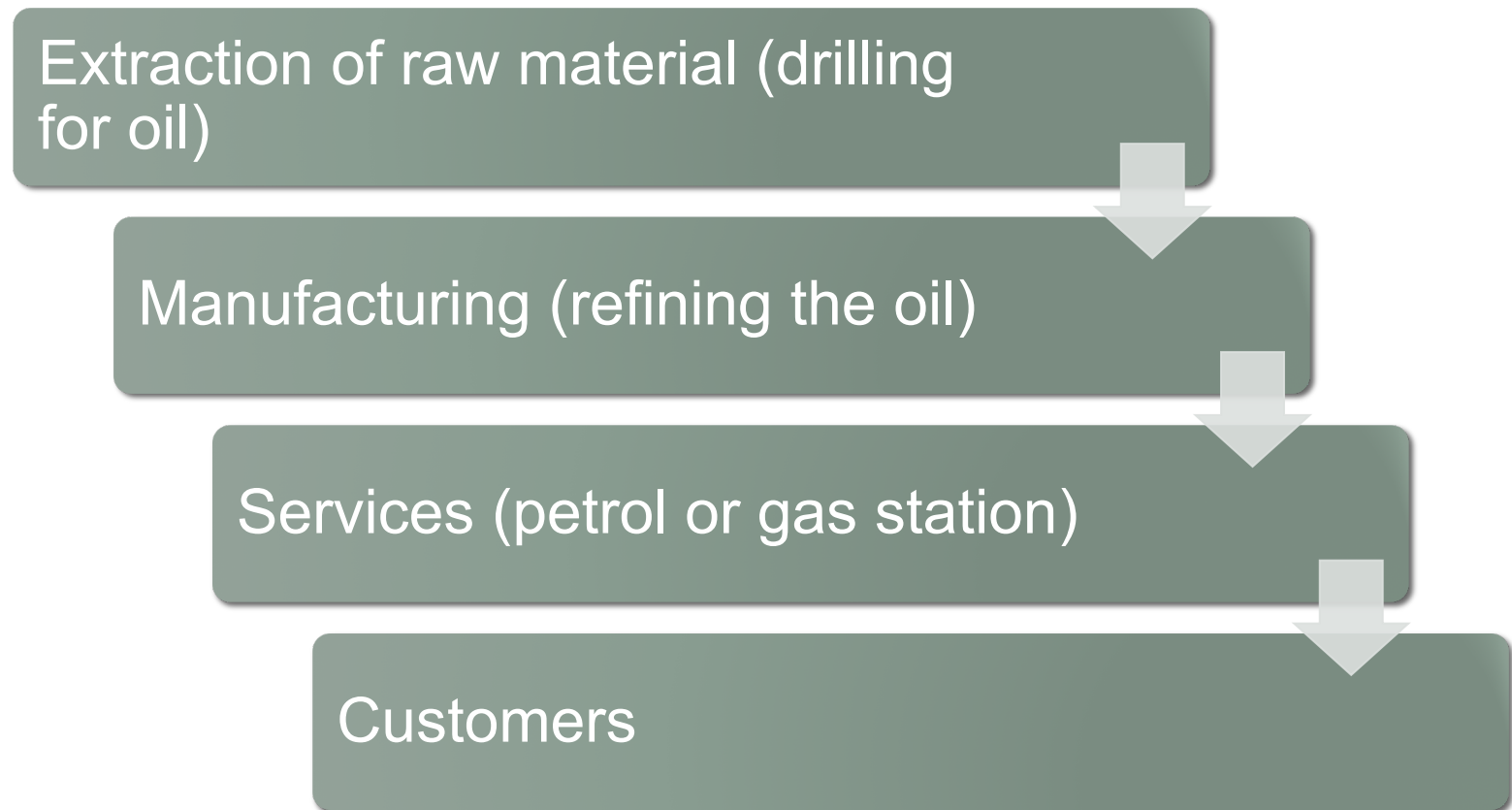
Music shops



Hairdressers

The chain of production

Chain of production: the production and supply of goods to the final consumer involves activities from primary, secondary and tertiary sector businesses.



The chain of production

- Petra diamonds is a leading independent mining group in South Africa. It has eight producing mines in Africa and is exploring for diamonds in Botswana.
 - For over 28 years, Mark Solomon has been manufacturing beautiful pieces of diamond jewellery. Breathtakingly beautiful South African diamonds are set in designs ranging from stunning individually crafted diamond engagement rings through to highly prized tanzanite jewellery.
 - Browns are a leading South African jewellery store. They sell a wide range of diamond rings, bracelets, necklaces and earrings.
1. Using information contained in the three articles above, define:
Primary sector business activity; secondary sector business activity and tertiary sector business activity
 2. Explain how the three businesses form a 'chain of production'

Public sector VS private sector

	Private sector	Public sector
Ownership	Individuals or enterprises	Government
What to produce	Consumer decides	The government decides
How to produce	Firms want to make a profit	The government decides
For whom to produce	Customers' buying power	The government decides



What about objectives?

Public sector VS private sector

Private sector - objectives	Public sector - objectives
<ul style="list-style-type: none">- Survival- Sales maximization- Profit maximization- Growth and wealth creation- Increase market share- Image and reputation- CSR	<ul style="list-style-type: none">- Provide goods and services for the general public- Increase special needs provision in schools- Increase the number of students entering higher education- Increase response time of the emergency services- Reduce specific crime rates- Reduce waste sent to landfill