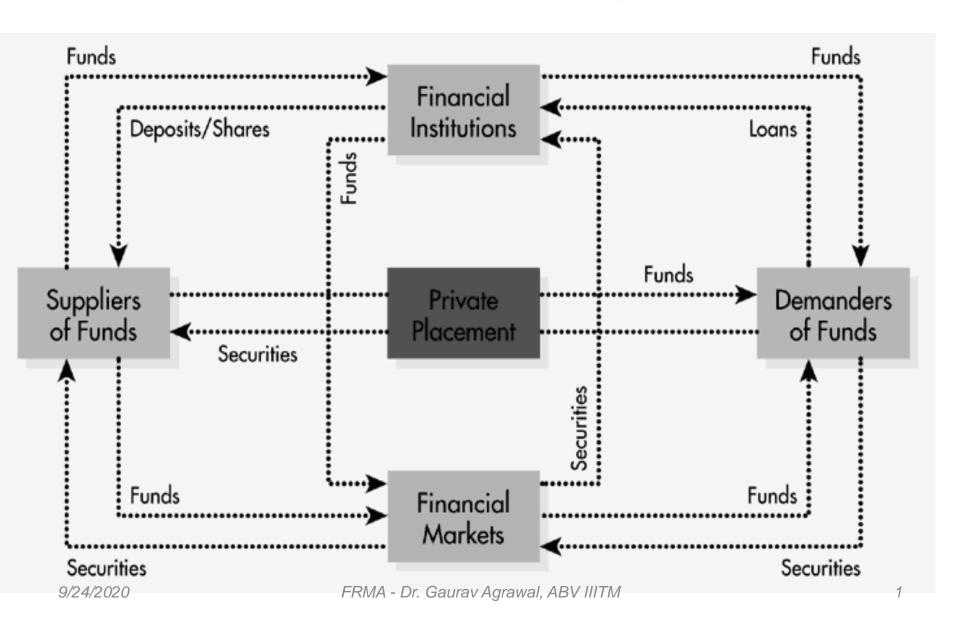
# Macro Economic System



# Managing Resources, Activities, and People



## EXTERNAL FACTORS AND BUSINESS ENTERPRISE

### Distribution

Channels, Transportation, Warehousing, Infrastructure

# Suppliers' Behavior

**Business** 

**Enterprise** 

Capital markets, Labour markets, Goods & Services markets.

#### Social & Political Climate

Image, Ethics, Culture, Ethic & Religious factors, Ecology, Public relations.

### Competitive Activities

Prices, Markets, Products, Promotions

# Government Activities

Laws, Taxation, Lobbying, Pay & Price Policies.

### Customer Characteristics

Attitudes, Incomes, Ages, Location, Education.

# **Technological Progress**

Patents, New products, New Process.

### International Business **Conditions**

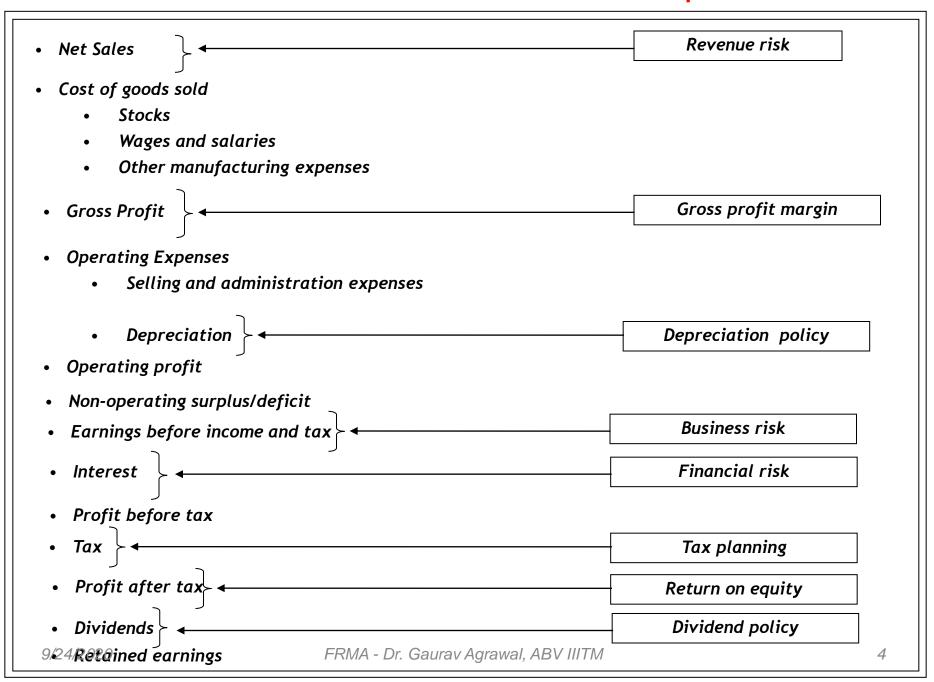
Balance of payments, Exchange rates,

### Domestic Business **Conditions**

Investment, Mergers, Inflation, Share prices, Foreign competitionDr. Gaulav Aglanade Buniom actions.

9/24/2020

# **Profit & Loss Account and Finance Topics**



# **Balance Sheet and Finance Topics**

