

Business Fundamentals

Key Business Terms

- Revenue: Total income from sales
- Profit: Revenue minus expenses
- Market: Group of potential customers
- Marketing: Promoting products or services
- Supply Chain: Process from production to consumer
- ROI: Return on Investment

Real-World Examples

Example 1: A company sells 100 products at \$10 each.

$$\text{Revenue} = 100 \times \$10 = \$1,000$$

Example 2: If expenses are \$700, profit = \$1,000 - \$700 = \$300

Important Concepts

- Supply and Demand: Prices adjust based on availability
- Competition: Multiple businesses offering similar products
- Customer Service: Supporting customers before and after purchase