

## GLOSSARY

**Revenue** refers to the total amount of money a company generates from the sale of its products or services before deducting any expenses or costs. It is an essential indicator of a company's ability to generate income. Revenue is crucial for a company's growth and sustainability, as it provides the financial resources necessary for operations, investments, and expansion.

**Profit** is the actual gain a company generates from its operations after deducting expenses, costs, and taxes from its revenue. It represents the money that remains after all the necessary expenses related to the manufacture, production, and selling of products or services are accounted for. Profit is a key measure of a company's financial health and its ability to generate returns for its owners or shareholders.

**Market value** is the total dollar market worth of a company's outstanding shares. It is determined by the stock price and the number of shares available in the market. Market value takes into account factors such as company reputation, public sentiment, and long-term growth potential. However, it does not consider outstanding debt, long-term growth potential, or the company's liquid assets.

**Assets** represent the resources owned by a company that have economic value and can be used to generate future benefits. They include tangible assets (such as buildings, equipment, and inventory) and intangible assets (such as patents, trademarks, and goodwill). While assets are important for a company's operations and growth, they do not directly indicate the financial performance or profitability of a company.

All of these factors play a role in evaluating a company's economic performance, but their importance may vary depending on the context. Revenue is crucial for a company's growth and sustainability, while profit reflects the actual gain generated by the company. Market value takes into account factors beyond financial performance, and assets represent the resources owned by a company. Ultimately, a comprehensive assessment of a company's economic performance would consider multiple factors, including revenue, profit, market value, and assets.