

Business for profit - profit
 non profit - surplus
 government - budget (under).

- cost:
1. salary: not margin - not profit.
 2. material { physical - cloth, etc
 electronic - code, ~~an~~ interface.
 3. equipment: manufacture tool / platform.
 4. logistics : location to conduct business.
 infrastructure.
 5. sales : advertisement
 demonstrating - the display of product.
 6. distribution: packaging/delivering/shipping
 7. support : usability/instructions.
 returns/defects.