

CONTENTS

BUSINESS AIMS AND ORGANISATION

1. Business aims and activities	7
2. Limited companies	7
3. Sole traders and partnerships	9
4. The public sector and private sector	11
5. Size and organisation	13

FINANCE

1. Accounting principles	17
2. Accounts	18
3. Cash flow	21
4. Profitability	23
5. Solvency	23
6. Sources of finance	23

MARKETING

1. Branding and packaging	28
2. The marketing mix	30
3. Market research	31
4. Market segmentation	35
5. Product lifecycle	36

PEOPLE IN BUSINESS

1. Communication	40
2. Information technology	43
3. The interview	44
4. Motivation	46
5. Recruitment	47

PRODUCTION

1. Breakeven analysis	49
2. Location and distribution	51
3. Methods of production	53
4. Organising production	54
5. Production costs	55

BUSINESS ENVIRONMENT

1. A local community	60
2. The state of economy	62