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when you start out and as you grow in order to maintain a customer base.

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"The purpose of a business
Page 22/49

is to create and keep a customer" The late Theodore Levitt said that a long time ago and he was so right. I'd add the words "happy and profitable" at the end.

#### 9 Business Fundamentals To Page 23/49

#### Always Remember es

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cash flow, supply of and demand for the company's products, and so forth. For instance, if a company does not have a sufficient supply of products, it will fail. Likewise, demand for the product must remain at a Page 33/49

certain level in order for it to be successful.

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often as business owners we have big ideas for what we want to achieve, but we don't spend time putting plans and systems in place to help us achieve our ideas. Many entrepreneurs struggle with plans. So, if Page 35/49

you struggle with planning you're definitely not alone.

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necessarily prove. Long-term business success is rooted in value. Businesses that offer value to customers and respect value for employees are more likely to survive. Business ethics are good business; they are like a Page 37/49

long-term insurance policy.
Strategy is focus.

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fundamentals represent the
primary characteristics and
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financial data necessary to determine the stability and health of an asset. This data can include macroeconomic, or...

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so as to inspire you in your business journey.

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are managing is very important for your success. But passion alone is not enough. You also need core business skills to properly launch your organization and survive over the long term. You need to understand Page 43/49

business planning, strategy, finance, and marketing.

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being involved, you need essential skills in business to help you succeed and these skills will be revealed in the course of this post.

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