

Marketing and Sales

The most important fundamental of operating a business is marketing and sales. The life of a business is dependent on its ability to generate enough revenue to sustain its existence. Your marketing and sales activities are the engine that drives the business. The foundation of a winning marketing and sales plan consist of:

- Providing a solution to a problem or meeting a need
- Providing a solution that different from those that are resolving the same problem or meeting the same need
- Providing top performing products/services
- Clearly identifying and knowing your customer

READ [How To Create A Worry Free Business Plan](#)

Operations

Operations are duties, responsibilities, processes and procedures that are required to serve customers and keep the business functioning. Operations include:

- Job descriptions and responsibilities
- Record-keeping systems
- Licensing, registration, legal structure
- Taxes

Financial Management

The third fundamental of business is financial management. The specific issues that business owners should concern themselves with is:

- Pricing
- Profit margin and cost of goods/services
- Operating expenses

Want To Succeed In Business?

- Cash flow

Become grounded in the fundamentals of business and you are primed for winning in business.

Share and Enjoy !