

Introduction 2 The activity of an enterprise – Solutions

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Example	Value added
Insurance	Sale of insurance solutions
Grain farming	Harvest and sale of grain
Carpentry	Manufacture and sale of furniture
youtube.com (Internet platform)	Awareness and revenue from advertising (through provision of the platform)
Carmaking	Design, production and sale of cars

2

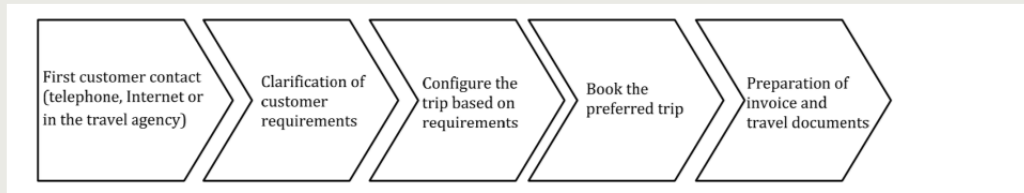
a

Goals	Examples
Economic goals	<ul style="list-style-type: none"> - Increase profit by 10% - Save on the cost of production materials - Save time in the production process - Increase sales by 15% - Expand cheese sales
Environmental goals	<ul style="list-style-type: none"> - Buy only organic products - Reduce waste products - Clean with only biodegradable products - Save energy - Use greener transport methods
Social goals	<ul style="list-style-type: none"> - Increase employee satisfaction - Improve working conditions - Reduce any smelly emissions - Reduce workplace accidents - Improve employee qualifications

b Individual solution. Suggestion:

Relationship	Goals
Harmonious	<ul style="list-style-type: none"> - Increase profit by 10% - Reduce waste products - Save energy - Reduce workplace accidents - Improve employee qualifications
Neutral	<ul style="list-style-type: none"> - Increase employee satisfaction - Increase sales by 15% - Clean with only biodegradable products
In conflict	<ul style="list-style-type: none"> - Save on the cost of production materials - Buy only organic products - Improve working conditions - Save time in the production process - Reduce any smelly emissions

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Example	Use of the economic factors of production (for example)
Insurance	Labor: insurance agents sell insurance by visiting the customer; experts review claims Land/nature: physical location of office Capital: office buildings, vehicles and computers for agents, invested capital, payment of premiums
Grain farming	Labor: tilling the fields and harvesting of the crop Land: fields, seeds Capital: machinery, farm
Carpentry	Labor: planning, construction and sale of an object Land/nature: Physical location of workshop, wood Capital: machinery, stored wood
youtube.com	Labor: preparation and monitoring of the Internet platform Land/nature: physical location of office Capital: computers and server equipment
Carmaking	Labor: planning, construction and sale of vehicles Land/nature: physical location of factory Capital: factory, production line, bank accounts

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- a Bank grants credit to the enterprise in exchange for the payment of interest.
- b Private households make savings available to the bank in exchange for the payment of interest.
- c Enterprises pay taxes. In return, the government allocates public spending, subsidies and procurement.
- d Private households provide enterprises with the factors of production in the form of labor, land and capital and receive compensation in the form of labor and capital income, land rents. Households then pay to purchase the items manufactured by enterprises.
- e The foreign nation imports goods produced by the enterprises and pays for them.

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- a Economics
- b Business Administration
- c Economics
- d Business Administration