





The cash going out of the business.

The cash coming into the business.

Cash outflows

Brand image

Debtor

Recruitment

Supplier

Manager

Act of God

The amount of revenue a business earns less it's expenses.

An agreement between businesses concerning the amount of timing of payment for goods and/or services.

Physical facilities for business operation e.g. cabling. Money or cash equivalents such as EFTPOS or cheques.

Someone who provides goods or services to a business.

A place or situation where goods and services are bought and sold.

A person or organisation that creates goods or commodities.

When staff are recruited to a business depending on whether they will "fit" in with the current culture.

An image that is attached to the product or business to make it identifiable or distinguishable from competitors' products.

