

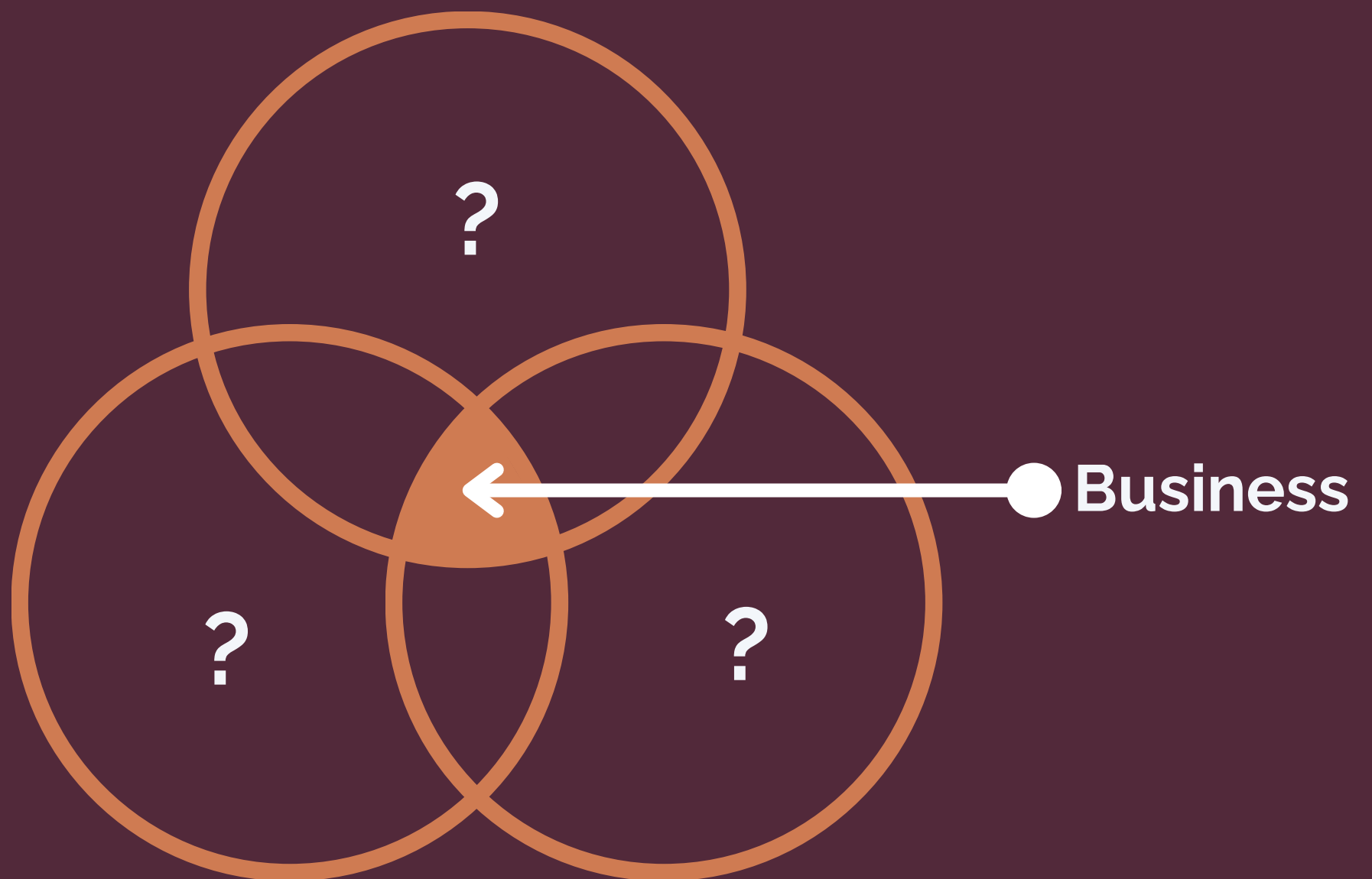
# ● Point16's Principles of Business

*Business is Simple*

SWIPE



# Business is made up of 3 key functions



KEEP SWIPING

# 1. Have a product or service

This is what you are selling to your customers.

PRODUCT  
(OPERATIONS)

KEEP SWIPING

## 2. Customers

That are willing and able to purchase your product or service at a price that exceeds your cost.

**CUSTOMERS**  
(SALES &  
MARKETING)

KEEP SWIPING

## 3. Finance

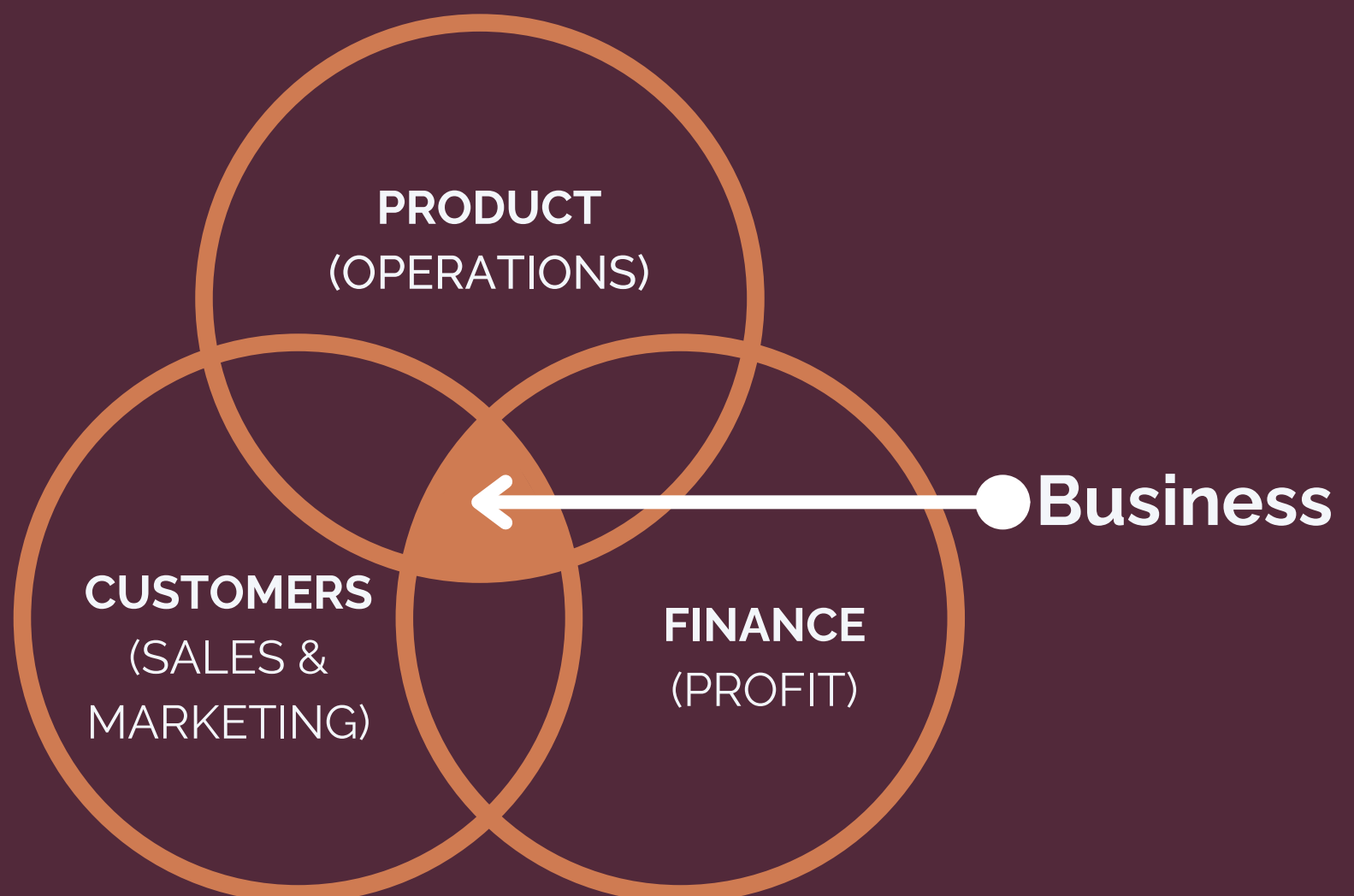
Finding the best ways to generate profit from your product or service.

**FINANCE**  
(PROFIT)

KEEP SWIPING

# Business in simple

In a world inundated with buzzwords and complexities, it's easy to lose sight of what truly matters in business. At Point16, we're here to remind you that success doesn't have to be complicated. Strip away the jargon and distractions - focus on the essentials.



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COMPLETED