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Chapter summary Page  
1 Page 1. Segment 1.

Marketing plan.

consisting of:

objectives. strategies.

marketing mix. Product

Price Promotion Place .

Segment 2. Primary

target market.

Segment 3. Secondary

target market. Title:

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1 Page 1. Current ratio  
(working capital) =  
Current assets. Current  
liabilities . Debt to  
equity ratio = Total  
liabilities. Owners'  
equity

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Take corrective action  
if performance is

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unacceptable. A business should constantly scan the business environment and modify existing strategies in response to market and technological changes. Example: market saturation and e-commerce. Business Studies in Action: HSC Course 3rd ed. Chapman, Norris, Devenish and Merritt.

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Vary the world over. International business managers must research and accept business practices and ethics of the countries with which they wish to conduct business.

Difficulty in distinguishing between a 'gift' and a 'bribe'.  
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competition and 3.1  
the customer 3.2.  
Market research. 3.3.  
Marketing mix. 3.4

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management Chapter  
7 Using financial  
information The  
accounting framework  
provides most of the  
financial information  
for decision-making  
purposes. Financial

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statements summarise the business's activities over a period of time. Revenue statement (statement of financial performance): shows the ...

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