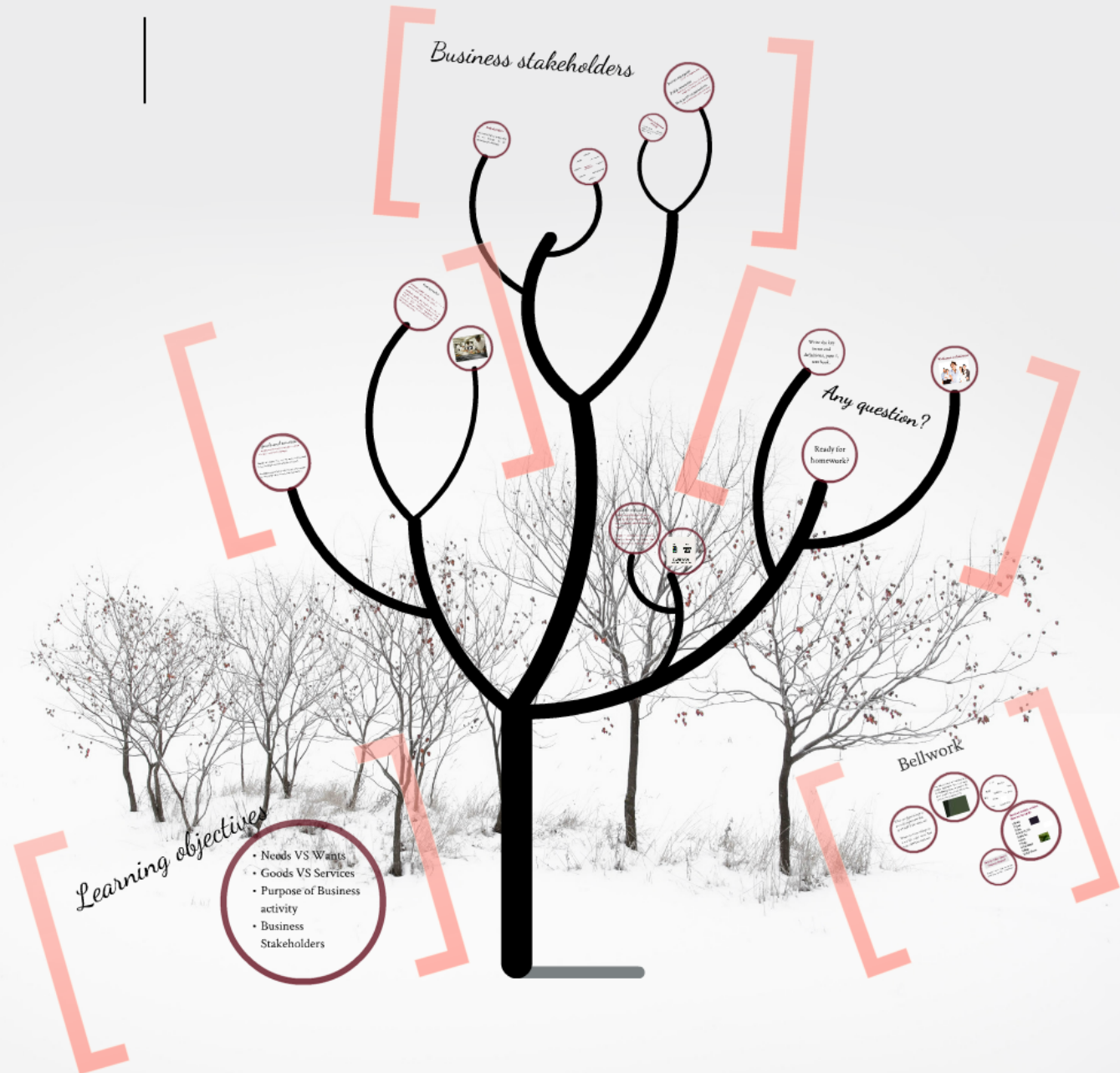


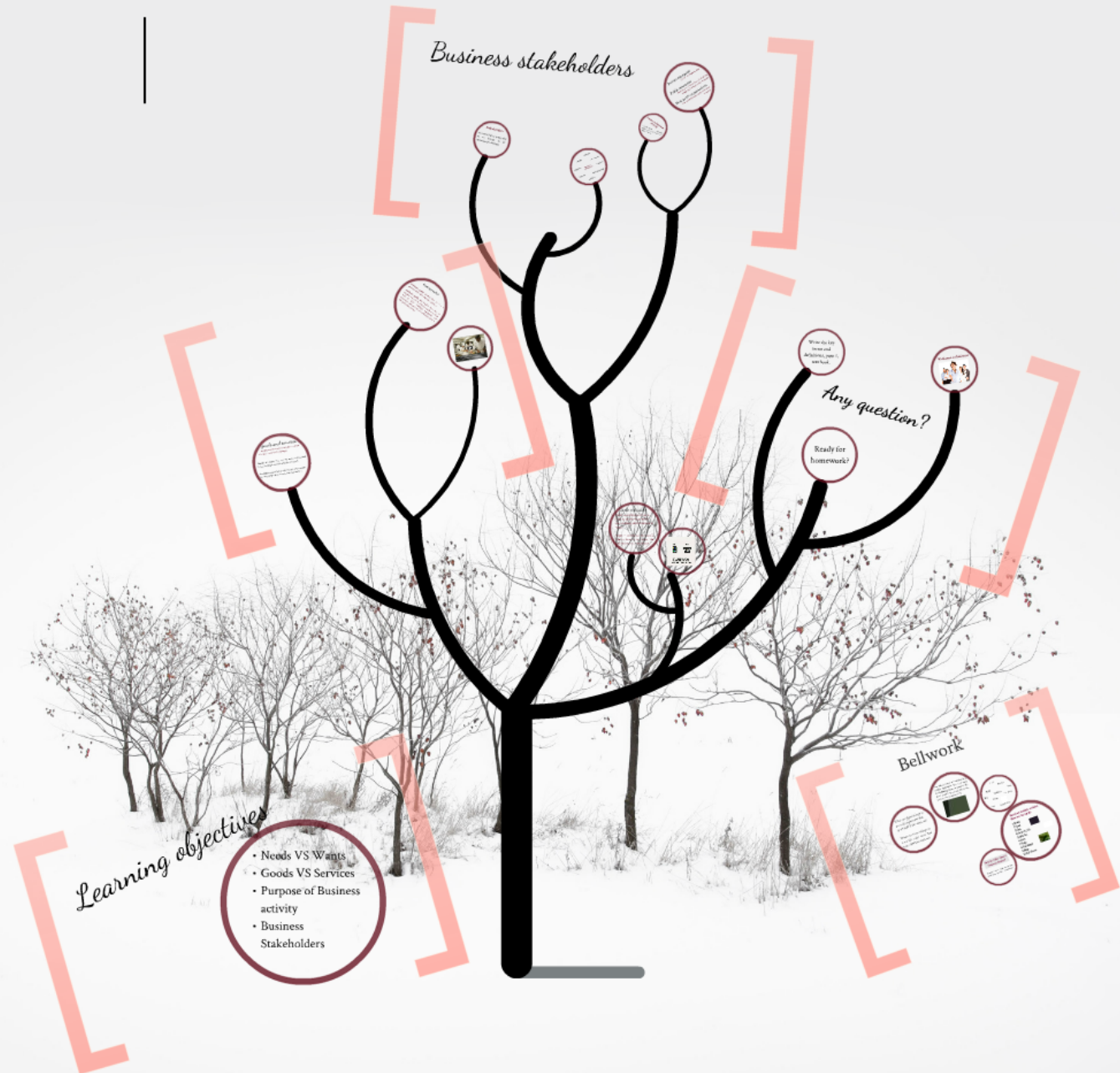
# ? What is ● business activity

SdP



# What is business activity

SdP



# ? What is

- business activity

*SdP*



# Bellwork

What are three things in your life right now that you **CAN'T** live without?

What are three things in your life right now that you **CAN** live without?

You and a partner are together in a zombie apocalypse. You must rank the following items in order of the most needed to survive (1) to the least needed to survive (10).



Food  
Matches  
Rope  
Cell phone  
Flashlight  
Knife  
Map  
Water  
Tent  
First Aid Kit

Based on multiple websites these are the top 10:

1. Water
2. Food
3. Tent
4. First Aid Kit
5. Matches
6. Rope
7. Knife
8. Flashlight
9. Map
10. Cell Phone



How does this relate to Business Studies?

Businesses try to make goods and services that people need and want.



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# How does this relate to Business Studies?

Businesses try to make goods and services that people need and want.



# Learning objectives

- Needs VS Wants
- Goods VS Services
- Purpose of Business activity
- Business Stakeholders

## *needs and wants*

**need**- something you have to have to survive those will be food clothing, shelter warmth & water.

**want** - something you would like to have as an luxury like new luxury car, a new house.

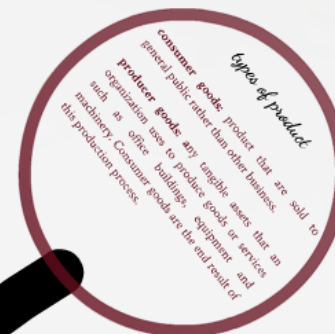
**WANT**



**NEED**



**MY MONTHLY BILL SAYS  
BUYING A DUMB PHONE  
WOULD HAVE BEEN SMARTER**





# *goods and services.*

... are the outcome of human efforts to meet the wants and needs of people.

**Goods** are items that can be seen and touched (tangible/physical), such as books, pens, salt.

**Services** are provided by other people (non-tangible/non-physical), such as doctors, lawn care workers.



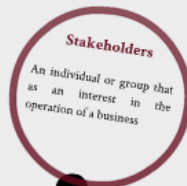
## *types of product*

**consumer goods:** product that are sold to general public rather than other business.

**producer goods:** any tangible assets that an organization uses to produce goods or services such as office buildings, equipment and machinery. Consumer goods are the end result of this production process.



# Business stakeholders



# Stakeholders

An individual or group that  
as an interest in the  
operation of a business





# ***Purpose of business activity***

Different types of organisation provide goods and services for different reasons.

# Private enterprise

Profit - to make money

# Public enterprise

Provide goods and services which private enterprise fails to provide adequately.

# Non-profit organisations

Aim to meet needs and wants of their members.

Write the key  
terms and  
definitions, page 5,  
text book.

Welcome to business



*Any question?*

Ready for  
homework?

Ready for  
homework?

Write the key  
terms and  
definitions, page 5,  
text book.



# Welcome to business



# What is business activity

SdP

