

**PROFITABILITY**  
 The profitability of a business is measured by its net income, which is the total revenue minus all expenses. Profitability is a key indicator of a company's financial health and its ability to generate value for its shareholders.

**MARKETING**  
 Marketing is the process of identifying, selecting, and promoting a product or service to a target audience. It involves understanding customer needs, developing a marketing strategy, and implementing various marketing mix elements such as product, price, promotion, and place.

MARKETING MIX		
Product	Price	Promotion
Product: The goods or services offered to the market.	Price: The amount of money charged for the product.	Promotion: The communication methods used to inform and persuade the target audience.
Price: The value of the product in terms of money.	Promotion: The methods used to communicate the benefits of the product.	Place: The distribution channels used to get the product to the customer.
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**KBRASS**



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