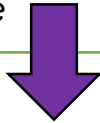


Business: providing **GOODS** and/or **SERVICES** to Consumers with the goal of making money

-I am a consumer-

Goods: a product you can
squeeze



Service: a product you
can't squeeze



self -
actualization

Creative, spontaneous, less concerned w/ opinion of others

self-esteem

confidence, achievement (hobbies)

love & belonging

friendship, family, involvement

safety & security

shelter, safe neighborhood, healthcare, security

physiological needs

food, water, warmth, going to the toilet, sleep