

Theme 1 Thinking Matrix

Quantitative data	Decentralised	Maslow	Niche markets	Qualitative data	Social entrepreneurship	Profit maximisation	B2C	Commission
Empowerment	Demographics	Autocratic	Product lifecycle	Home working	Span of control	Skimming	Seasonality	Product orientation
On-the-job training	Function	Bonus	Intrapreneurship	Creating a business	Advertising	Laissez Faire	delegation	Franchising
Dynamic markets	Flat	Piecework	Private limited company	Induction training	Skills	Outsourcing	Public limited company	Herzberg
Barriers	Mass markets	Mayo	Aesthetics	Tall	Predatory	Performance-related pay	Added value	Boston Matrix
Collective bargaining	Sponsorship	Indirect taxes	Multi-skilling	Opportunity cost	Ethical sourcing	Centralised	External shocks	Off-the-job training
Taylor	Distribution channels	Characteristics	Team working	Paternalistic	Running a business	Sole trader	Market mapping	Job enlargement
Profit Satisficing	Emotional branding	Premium prices	Job enrichment	Online business	Ethical stance	Viral marketing	Trade-off	Lifestyle business
Democratic	Government subsidies	Employee welfare	Chain of command	Expanding a business	Cost plus	Flexible working	B2B	Social media

Marketing theory	Supply / Demand	Marketing Mix	Motivation	HRM	Entrepreneurs	Branding	Product / service design	Forms of business
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