**Design in context of Business**

DESIGN IS A FUNDAMENTAL BUSINESS FUNCTION

1. FINANCE
2. LOGISTICS
3. OPERATIONS
4. MARKETING
5. SALES
6. RESEARCH AND DEVELOPMENT

BUSINESS TO BE SUCCESSFUL IS TO MAXIMIZE ITS RESOURCES

1. KNOWING THE DESIGN BUSINESS
2. STRATEGY
3. COMPETITIVE FORCES
4. BRAND BASIC
5. BASIC BRAND CONCEPT