

### **What are the values and assumptions of business strategy?**

Business strategy is the main reason which keeps companies stay in a business. It is a business plan that fortifies the execution of business. Business strategy is an outline of how the company will achieve its goals, meet the expectations of its customers and sustain a competitive advantage in the marketplace. A business strategy keeps your business alive.

As specified in the Roscoe article, it is obvious that economics is right now assuming a colossal part in our general public particularly as of late, to such an extent that financial matters has been viewed as a science in a few respects. Nonetheless, this suggests everything can be clarified through financial hypothesis, even things that don't really have anything to do with business, you lose something for something of more noteworthy or equivalent esteem is my base-level comprehension of financial matters; in any case, it is significantly more complicated than that nowadays with all these diverse monetary speculations flooding business colleges.

Underlying assumptions are found in the gap that separates claims and evidence. (Dyer, p. 37). Roscoe, in arguing that economic thinking is becoming more dominant over modern society. These claims, as interpreted by Peter Cohan, say that people act and behave according to the stimulations of their self-interests and if they see someone offering them a “flexible deal” or coupon. they will prefer them over others. This is the same analysis that Roscoe made in his article. Thus, this essential assumption also says that people don't really have an opinion which store the for e.g. groceries come from nor do they care about whether them buying from a particular store will keep it from going out of business. However, what they do care about is the price, whether this store is offering discounts compared to others and secondly the quality of the products is just some of the factors that contribute and as a fact act as the stimulating factor of their decision. End of the day the price is ultimate determining factor of businesses growth. The lesser the price, consumer demand will be higher and business will be booming.

#### Bibliography

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