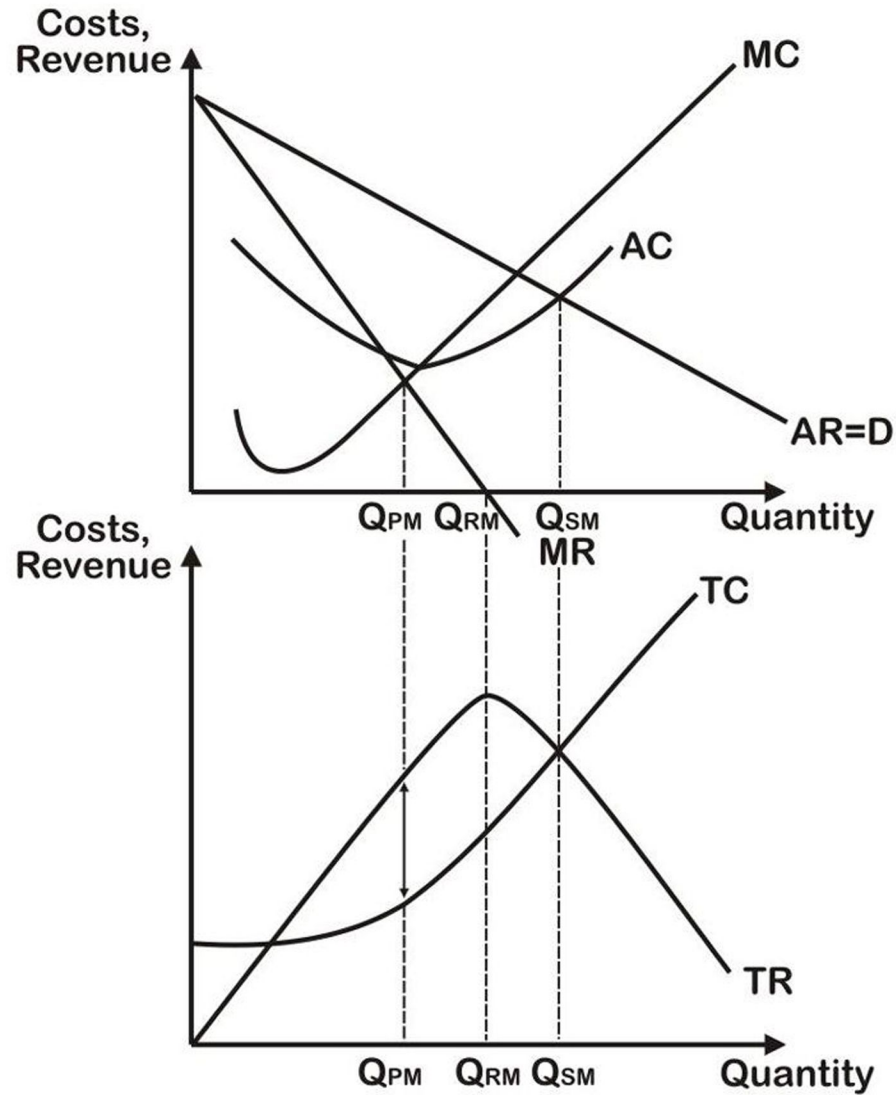


# Business Objectives

## Microeconomics



- Profit Maximisation :  $MC=MR$  and biggest gap between TR and TC
- Revenue Maximisation :  $MR=0$  and the peak of the TR curve
- Sales Maximisation :  $AR=AC$  and  $TR=TC$