



UNDERSTANDING KEY BUSINESS FUNCTIONS

How Organizations Operate and Thrive

AGENDA

01

What are business functions?

02

Core vs. Support functions

03

Department roles and responsibilities

04

Amazon Case Study

05

Wrap-up and reflection



WHAT ARE BUSINESS FUNCTIONS

Definition: Business functions are structured activities that help an organization achieve its goals.

Purpose:

- Ensure smooth operations.
- Drive strategic growth.
- Foster collaboration.



CORE BUSINESS FUNCTIONS

Operations

Marketing

Finance

Human Resources



SUPPORT BUSINESS FUNCTIONS

Customer Service

Supply Chain Management

Legal & Compliance

IT



AMAZON CASE STUDY



\$624B

Total Assets



\$638B

Net Sales



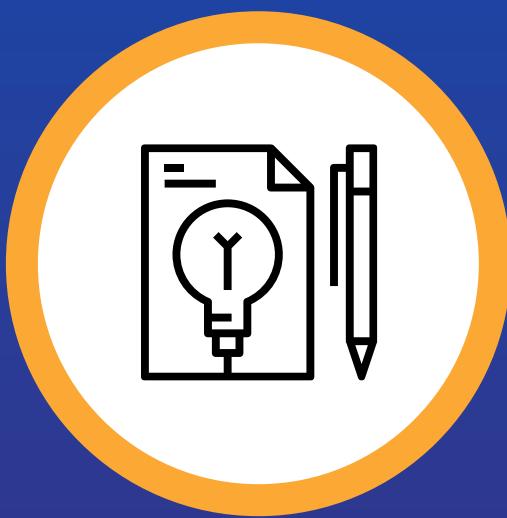
1.5M

Employees



310M

Clients



\$59B

Net Profit



REFLECTION

Business Functions are Interdependent

Core Functions Drive Value

Support Functions Sustain Operations

THANK YOU!

