People who carry out distribution are called distributors. Examples of distributors are wholesalers and retailers.

1) **Provisions of services** - This refers to the provision of mental or physical human assistance. These include activities such as hair styling, car-washing, nursing, teaching, driving, and entertaining, etc.

**PRACTICAL ACTIVITY:** Give examples of activities (not goods) you pay for.

**BUSINESS ENVIRONMENTS AND THEIR EFFECTS ON THE BUSINESS**

**Business environment** refers to conditions or factors that affect business operations. It may be internal or external environment.

**Internal business/micro environment**
This consists of factors that are within the business unit itself. The firm has control over these factors. Some factors weaken while others strengthen the performance of the business. **Internal environmental conditions include:**

1) **Objectives of the business**
These are targets or goals that are set by the owners or managers of a business to be achieved. The objectives will influence the following:
   a. The strategies of a business
   b. The resources required.

2) **Management policies and style**
The management refers to the people who are responsible for directing the day-to-day operations of a business. It comes up with the following:

   a) **The policies of a business** - A policy is a course of action for achieving the set objectives. The policies adopted by a business may boost or hinder its growth and survival, e.g., employees' rights to join trade unions or not.

   b) **The activities of a business** - Management policies will determine the activities of a business i.e., the goods and services provided, location of business e.t.c.

   c) **Management style** - This refers to how managers conduct the daily operations of the business. This will determine how workers relate with their managers.