

Justification of the Company

The justification of the company, as its name says, justifies why the company exists, why it commercializes any type of product that characterizes it. It is at this point where the creators of the company ask themselves the question: Why does the company exist? Answering this question will give the justification, mentioning all kinds of advantages and positive contributions that the creation of the company brings with it, such as the investment project and all the benefits that this will bring to the area where it is located, the number of jobs that will consequently benefit a number of families, that is, if we talk about the benefits in terms of employment opportunities.

If we talk about the justification of the product or service that the company manufactures, it can be included in this area if it brings health benefits, if it has a competitive advantage in terms of price and can detail the study that has been conducted and the impact it will bring to the economy of its customers and the benefit to the families directly involved in the company.

We can also refer to justify the impact on the environment, which may be one of the priority reasons for the company, leaving in second place the cost of selling the product. For example, we can see in the super market lines of products that are made with recycled materials. As we know, usually this type of products are attractive but not all people have access to them even if they want to contribute to improve the environment, because the prices are usually high. In this way we can change the highlighting of the benefits of price, for the benefits in terms of environmental impact, highlighting that the material with which the product is made is recycled, it may be the case that it does not contain chemicals, it may be more durable, among many other attributes.

Reference:

Muñoz, J. (1999). Administración, gestión y comercialización en la pequeña empresa. https://books.google.es/books?id=OAEdAgAAQBAJ&pg=PA101&dq=justificacion+de+la+empresa&hl=es&sa=X&ved=0CEAQ6AEwBjgKahUKEwjHj4Hgk_jHAhUBE5IKHd0kCA0#v=onepage&q=justificacion%20de%20la%20empresa&f=false