

# COMPANY RESOURCES

COMPANY RESOURCES ARE GENERALLY DIVIDED INTO  
*FOUR CATEGORIES:*

- ❖ **PHYSICAL** (EX. BUILDINGS)
- ❖ **FINANCIAL** (EX. FUNDS AVAILABLE)
- ❖ **HUMAN** (EX. STAFF)
- ❖ **INTANGIBLE** (EX. BRAND, COPYRIGHTS, PATENT, TRADEMARK)