

# The Economics of Private Enterprise in a 12-cell Matrix

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## A LIST OF THE COMPONENTS

## THE MEANING OF EACH

## WHY EACH CONTRIBUTES TO OUR ECONOMIC WELL-BEING

1	Private Property	5	You Earn \$1.00; You Control 100¢.	9	<i>Provides the Incentive to Be Productive</i>
2	Free Market	6	A) <i>Flexible Wages and Prices</i> B) <i>Competition</i> C) <i>Consumer-Determined Priorities</i>	10	<i>Eliminates Surpluses and Shortages</i>  <i>Pressures Us to "Shape Up!"</i>  <i>Allows Us to Get Farther Down Our Shopping Lists</i>
3	Profit And Loss System	7	Inputs → <div style="border: 1px solid black; padding: 10px; display: inline-block; text-align: center;">+ Value</div> → Outputs \$ expenses ←      ← \$ revenue	11	<i>Rewards Us for Being Revenue (Customer)-Conscious</i>  <i>Causes Us to be Expense-Conscious, i.e., Conservation-minded</i>
4	Limited Government	8	Government <i>Defends</i> Against Foreign and Domestic Aggressors	12	<i>Requires Us to Assume Individual Responsibility</i>  <i>Liberates Our Creative Energies</i>