

# [Linkedin](https://assignbuster.com/linkedin-essay-samples/)

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LinkedIn Question One Net Revenue Growth Trends The growth of Linked income has decreased annually. The year marked the highest growth in income to 115% that had increased from 102% in 2010. From that point onwards, the level of income fell from 86% in 2012 to 45% in 2014. The primary determinant of net revenue is the net sales. In 2010, there was a significant potential growth of the market. The customers were more willing to buy the products of the company. From 2011, the competition increased continuously. The growth may also reduce in future because the company may have already exploited the large customer base available (Sherman 56).   
The net growth of net income is different from net revenue. The interaction between costs and the net revenue results into the net income. In 2014, the company received the highest income but the costs incurred increased considerably, and the level of income decreased thus causing losses. In the year 2010, there was an exemplary growth in the income accrued as a result of the vast growth of income and the costs were slightly minute. The prices increased in 2014 by a significant and substantial percentage since the company had to incur enormous sale costs in an effort to make more sales. The company was growing significantly fast. Consequently, the administration costs increased.   
Question Two   
Largest costs of the company   
Sales, marketing and product development costs mark the most significant costs of the company. The sales and marketing costs help the company are incurred when the company seeks to publicize the product thus improving sales. The costs include promotional costs like commission paid to salespersons and delivery costs. The product development costs are incurred when updating the features of the existing product to make it more appealing to the customers. This increases the likelihood of the customers to buy the product. The product development facilitates the necessary growth of the company (Sherman 67).   
Question Three   
In 2014, LinkedIn members could be classified according to the countries where LinkedIn has established its operations. Such countries include USA, China, Mexico, United Kingdom and many other countries. In the previous years, the number of members was only substantial in USA and very few in other Nations. The insignificant number of members outside USA made it difficult to estimate the number of members in each country.   
Work Cited   
Sherman, Andrew J. Harvesting Intangible Assets: Uncover Hidden Revenue in Your Companys Intellectual Property. New York: AMACOM, American Management Association, 2012. Print.