

# PURPOSE WITH PROFIT

## Perriam's Philosophy

The goal of every business is profit. But what is profit and what is our philosophy on the topic?

Our company slogan is ...

**"Purpose With Profit"**

It underlines our philosophy that for profit, there must be purpose. The Oxford Dictionary narrowly defines profit as "money gained in doing business." It then goes on to say "an advantage, a benefit, a gain" and that is purpose.

However, purpose and profit don't evolve out of nothing and to complete the mixture, there is people and this is the very ingredient that differentiates Perriams from its peers.

We are in business because of people ...

- The people for whom we act
- The people who work here

From this there will be purpose and there will be profit.



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