

General Business or Corporation  
*is*

**INVESTOR** owned



A business is established for the purpose of earning profits for investors. A commercial or industrial establishment.

Cooperatives  
*are*

**The owners  
are also the  
customers**

**MEMBER** owned



Co-ops are owned by their members and driven by services rather than profit. The secret behind cooperatives is they are owned by the people who use them, rather than by an individual or small group of investors.