OPTIMIZING RESOURCES TO MAINTAIN BUSINESS STABILITY Amid INFLATION AND RECESSION

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Abstract
High inflation will push the price of building materials to become more expensive, causing high production costs to be borne by the company. Declining purchasing power and high production costs will indirectly affect capital market conditions. Investors will not be interested in investing their capital and the demand for shares, especially property and real estate shares, will decrease.
Keywords: Price increase, Economic impact, Recovery, Business existence, Stability

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