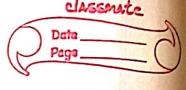


	Page
\Rightarrow	SIZE OF A BUSINESS -11 TO BOMATROOMS -
	between tulbridge -
\rightarrow	The size of any business is determined by:
	Provide engloyeart
•	Capital
	- Man thut the Capping and the control of
•	Contribution to economy.
1	the same of the sa
•	Production
	exercicula aid all mudura (ariver shivara Little
•	Profit
	and a some printing that every hig business and
<u>• • 1</u>	Sales as agus turanzares. Sen Hama a all
(37)	ioud pites a and busy could need medic busi
•	No. of branches (national /multinational)
	PROBLEM MACED BY THE HE THE TOTAL
•	ongrastructures sate userna the see noutle
	distributed
•	Area of facilities
	- Hinguice don't get thank rapitly is won't
•	Employees and and down month
#	Contribution to economy is relative to the size
	of the country's economy & company's contribu
	insignated phalent svivus limbertion.
	- Process of starting the parsings a afficient
and (11) marion	THE

\rightarrow	SMPORTANCE OF SMALL BUSINESSES:
\rightarrow	Geographically dispersed
	the discount and many the second
-	Provide employement
	Luigan .
	Contribute to GDP (Gross domectic Product-
	the value of total output in a country in
	one year)
	Provide services /products to big businesses
	Fig. 31 Bit. 1
_	At some point in time, every big business was
	a a small one. Government keeps encouraging
	them because any could trun to a big business.
	the contract of all the contract of the contra
\Rightarrow	PROBLEMS FACED BY THEM:
	Most are sole traders. The owners was isn't
ha.	distributed.
Vo.	white and a second
	Finance - don't get wans easily & don't
	have enough resources.
	Don't get good employees.
	a citability is the form of the post of the
- 11	connot survive for long in se cessions
	Process of starting the business is difficult.
	The state of the s



	Page
\Rightarrow	SWOTTOF LAD BUSINESS 1 0 200 WHITE TO TOW 2
	· kack of competium in the market
\rightarrow	strengths of a business could be -
0	The quality of their product of reasons.
•	Their experiance q their management
•	Enough money to finance their business?
•	Latest technology & machinaries a social
	Good brand name of loyalty
	Trained employees accinional or to starting
	· Bepression in their country.
→	weaknesses of a business could be -
•	Poor quality of products of the mon down.
	Lack of experiance & management problems.
,	Lack of money to finance the business
ni j	Lack of latest technology & machinaires
	in take of profession of habits of reapting
	Bad reputation
- 11	Poor employees /maybe the business doesn't get
	enough employees.

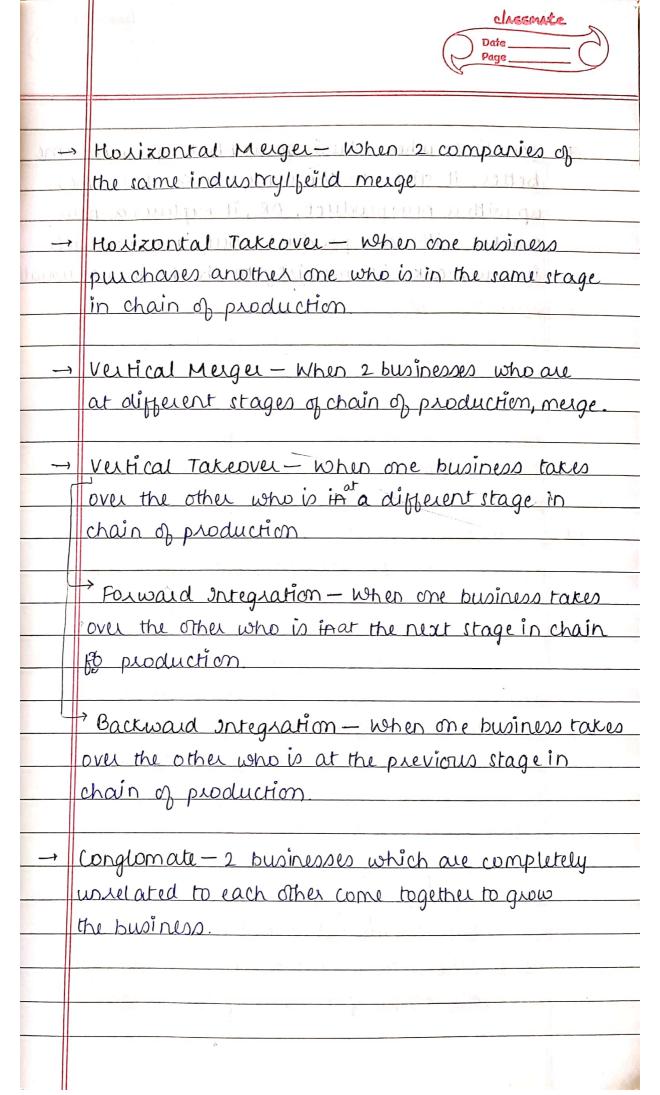


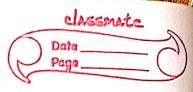
→	opportunities por a business could be -10
	Lack of competion in the market
	is the office of a business could be.
	Increase in demand
75	A Note that the second
l é	New technology coming up in market
à.	The second secon
	Policy changes in the favour of the business.
•	Change in preference of people and total
l l	是一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个
•	Decreasing value of respect against the dollar.
	Threats of a business could be -
•	Depression in their country.
	Tough competition in market
1	rough wingartron in massa
	Decrease in demand of their product is warmy
•	Policy changes against the business.
	of people no more like their products / changing
	in taste & preference & habits of people.
·	Rad Apparentation
100	Peroxilendates Indahe the business decate



\Rightarrow	PEST POR A BUSINESS — 251417 US
→	Political-
	Stability of the government.
	All policies of government (eg. export/import policies
	All kinds of taxes that are declared during
	the Budget (Fiscal policy of government)
Dun	nover to to to the same of the same
->	Economic -
	Exchange rate
	Buying power of demand of people
	Interest rates that are decided by Reserve Bank
boy	opendia (RB) miniaus - Alenaco Masper, -
	Amount of money in circulation
	A A A A A A A A A A A A A A A A A A A
-	Sociali-ing cominis: - Aterioxò sinogranty -
(M)	Buying habits of the people in prison un
_	how frequently do people buy a product
_	mindset of people. man asimogram e- 190 take -
	Culture nat yest primaria and yest manor in
0	Demographics (basic information of people of country)
-	Technological a consider I make - povosator -
	what kind of technologijeat do they include
	in the manufacture of their product
- 11	Production Process and - runary valotice
	tes a specific puripase Imputet Iproduct b
	Month thore that identity
1	

	BUSINESS GROWTH 19 19 19
	- In Tillock
	Organic Laurence de la Junior de la
	expansion
-	Merger Acquisition Toint
	Taxover Venture
	- ni aunon Ni e- li
	Hosixontal Vertical Conglomate
-	Horizontal Vertical conglomate.
	Interest sates that are elected by Process
~⇒>	organic Growth - Business growth acheived
	by expanding the existing business.
<u>→</u>	Inorganic Growth - Business growth acheived
16	by meiging with or taking over other businesses.
→	Herger-2 companies come together & form
	a completely new identity. They lose their old.
Corton	identity.
٠-)	Takeover - when I business purchases another
	pusiness. It in the grand that a him to but
	- Jankson Midt franklige to as to die
A STATE OF THE STA	Joint venture - When 2 businesses come together
	for a specific purpose 1 market 1 product but
C	don't bose their identity.
	The second se





	Dafa
=	
#	sometimes when a business wants to grow become better, it sticks to the same market but comes
	up with a new product. OR, it explores a new
	market with same product: But new peoducts
tage	in new market 'seems risky to the businesses usually
	anthousage of ainto all
<u> </u>	
1 / 1	Latin Merger - letter 2 busineane when
10.10	Lat Millerent etages autain Quilduria.
	1 cosai de l'akrever - Lohin ane lu inera l
	near the other who is a different those
	minhaka A aind
() thi	a societal was again - continuent. hunoradi
M Minuto	alopate design the state of the state of the
	Continuate &
1. 	Carriage id mirganition - 121 continue
(1	some anni man all la cita est man all avait
	Tehain of production
J. Vici	Lean readoine commission e - managana de
	Jonathand to eath able since hymner in an
	Harrison Carll March