

# Knowing the reasons why startups fail is one of the most important reasons for your success..Let's follow Failed startups

---

 [elmanzoma.com/posts/أسباب-فشل-الشركات-الناشئة](https://elmanzoma.com/posts/أسباب-فشل-الشركات-الناشئة)

First of all, when you mention the term “startup company” or startups, you find it carries several initial meanings in your mind, which are that it is a new and recent project, an entity that aims to profit in its early stages, or it is a new pioneering idea at the beginning of its implementation stages, all of which are correct meanings of the term “startup company.” But let us delve into the modern concept of this term and get acquainted with the most famous reasons for its failure and the most .important factors that guarantee its success

## What is meant by startup companies? Startup

---

The definition of a startup is interpreted as planning and preparing for a pioneering idea by an entrepreneur or a group with the aim of developing a service or a product that aims to satisfy a need for a specific segment of the audience, by starting towards the establishment of a project or commercial institution,,,,, but Some people disagree with this definition in that they believe that the company must have a store in order to be considered a startup, but this matter seems . .somewhat old

What distinguishes the emerging company is its investment amount, which is somewhat initial and simple, or self financing, and it seeks by delving into the .market and working to attract more investments and increase capital

Also, what distinguishes emerging companies is that they adopt businesses with ideas that are capable of rapid growth in the market because they are often new and distinctive ideas, as well as the enjoyment of their owners with great energy as the beginning of the era of a new entity. This rapid growth certainly depends on the availability of success factors, which we will mention later. Read about [how to become an entrepreneur and earn income from your own business](#)

## Reasons why most failed startups fail

---

### :Disagreements between the founding partners

---

In most cases of the disintegration and failure of start-up companies, the reason is differences between the partners in terms of views, opinions, employment, appointment, capital, ratios or anything related to work. And even agreeing on what the company will be in the event of disputes or the withdrawal of any partner

from them. The most important thing is to choose the perfect partner that achieves the benefit of the work and provides a real interest away from compliments and . friendships

## **:Weak and insufficient funding**

---

There is no doubt that finance and capital is the blood of companies and feeds the stages and tools of their establishment, and its absence or lack thereof will directly affect a certain stage, a tool, a human resource, a device, a machine, etc.. Therefore, this is one of the most important factors that determine the fate of the initiating companies in terms of success or Failed, before starting a commercial activity, a good study must be made of the stages, starting tools, and cost of each stage, and then arriving at an approximate perception of the required capital, known as (the feasibility study), and working to ensure its existence. And later we will talk about Lean Startups, agile startups that are free from the initial burdens and big .funding

## **:Market saturation of the project idea**

---

Of the great importance that every entrepreneur must bear in mind is that he works to satisfy the needs of the market and the public through studying the market and knowing its deficiencies and the needs of a certain segment of the public, and then working on creating an added value that fills this need. The market did not need it or the market is saturated with it, so there is no additional value to this industry and therefore its failure, no matter how well it is, the .provision of large financing, marketing and advertising

## **:Playing with the wrong team**

---

The truth that you should know is that business is not an individual game at all. The most successful entrepreneurial models have not been able to achieve their success and wealth without a working team. The team here means everyone who participated in the success of the work, and this includes partners - shareholders - employees - Service Providers - Cooperating Entities , etc.. Each of these is part of your business team with a different location and role, whether it has a direct or indirect impact. Therefore, your choice of unqualified or inefficient team members .is the wrong team that will hardly fail you

## **.No real motive**

---

Why are we here ? Why do we do that? Why do we want to reach this goal? These answers must be obtained by entrepreneurs, especially in startups, daily. It is said in the most famous entrepreneurship books that these answers must be written and read on a daily basis because this really works to ignite the motivation inside you to accomplish your daily tasks. Motivation is the fuel that moves your body and

feelings towards Achieve more. Waking up late, postponing work until tomorrow, not striving, and continuous movement are all results of a lack of motivation for emerging projects

## **:Choosing the wrong location**

---

This is one of the obvious things for startups, so wherever your target audience is, it should be. Entrepreneurship depends on a valuable industry, promoting it and delivering it to the public. The right place near your audience reduces the point (delivering it to the audience), which means more successes. The second thing about the place is also that digital place with its own rules, that is, you must learn a lot about how to be in the right place on the web and on any platform and using which tools read about the importance and how to have a proper presence on electronic platforms

## **:Consider marketing as a secondary step**

---

The word marketing is derived from the market and the word came to include everything that it means and includes in the market (place - goods - services - merchants - consumers - competitors - pricing - advertising - selling - advertisements - trade - manufacturing - etc.). That is why the godfather of modern marketing "Philip Kotler" said that "Marketing is everything and it is a race without a finish line." It is a comprehensive set of continuous processes that start with creating value, then promoting it and delivering it to the public, and therefore it is very wrong for those who consider marketing to be just advertising or advertisements and that it is a secondary step. This is in addition to e-marketing, which has become necessary for all activities, not only companies but also individuals. Read more about the most important e-marketing terms

## **:lone hero**

---

It is good that you can do many things and have a lot of skills to get things done in a great way, but it is better to make copies of yourself, each copy is based on a specialty and specific work. This is what is required by successful management that is characterized by specialization. As for the idea of a single hero and a single manager, it is a very dangerous matter on the one hand, as it stems from the lack of trust between the head of the administration, managers and subordinates, and on the other hand, you find slowness in completing daily work and tasks

## **:Customer neglect**

---

Have you ever heard of the phrase the customer is the king? Or the phrase the customer does not make mistakes? All of them and others are rules followed by some entities that want to communicate the idea that the customer is the desired goal and is what the company's activity is based on. And let me tell you that one of the most credible and reliable marketing methods is Word Of Mouth, which means

oral marketing, because it is done by people without realizing to their colleagues and relatives, and they are certainly more credible to them, and this would not have been possible without the company and service providers' interest in their customers and meeting their needs until after sales. Philip Kotler also says that "the best sellers are the ones who care about customers first, then the product later." Read about [what the first interview with a customer is like](#)

## **:Stagnation and inflexibility**

---

Let me tell you that the market is changing and the audience is mobile and desires are different and fickle, so whoever owns a Samsung phone today turns into an Apple audience or vice versa, and whoever thanks today for the quality of a restaurant may not be tomorrow, what is the fate of the product or fixed service that does not change, or clinging to the wrong opinion Just because you are the owner or CEO? Definitely a failure. Flexibility is to be shaped and changed according to the needs of each stage and the changes around you and your .competitors

## **.Not planning well**

---

Not actually planning is like walking in a large desert without a compass or a GPS device. As well as planning, which is to draw practical steps within their required space that lead you to your goal or to go in a random way. It is important in planning to have a comprehensive vision so that you can choose the path that you will take to reach your goal, and to have a comprehensive vision, you must have sufficient information that you will obtain from a good study of the market

## **The reasons for the success of the companies Emerging Startup**

---

Unfortunately... 9 startups out of 10 companies always fail, and the rest company tries as much as possible to survive as long as possible. Either its fate is the same as the fate of the rest of the 9 companies, or it receives the success it deserves, and in order to achieve that success, it must take into account Many factors and reasons : that led to the success of other startups, and these reasons include

### **Vision .1**

---

A well-defined vision is one of the skills that every leader in every startup must possess, so that he can cross the finish line and not fall as others have fallen, as it is the main force behind the success of the entrepreneur, and as the compass that guides him through difficult times, so the startup needs To a full vision and . perception of the company, especially for income matters, before the start

### **Speed .2**

---

The speed in getting things done is one of the reasons for the start-up company to reach its goals, so there is a big difference between the successful company and other companies due to the completion and completion of all work before the specified time. The presence of experience and knowledge of work by the . company's employees

### **Strong financial management .3**

---

Entrepreneurs in various startup companies always have a strong management of their budgets and financial resources, which are always weak in the beginning of companies, they avoid unnecessary expenses and determine what priority things to . take from that budget

### **Social relations .4**

---

Social relationships also work for the success of these companies, as the founding team that connects with the big and influential people in the field of work is invaluable, and can open doors to the company and find great investors within minutes, and these companies always have an outstanding CEO Capable of making his way into any organization, on the other hand, startup entrepreneurs need to inspire employees and give them a reason to go through the journey that no one : knows the end of. These employees are required to make many sacrifices, such as

- . A preference for work over personal life .1
- . Reducing salaries, and limited health insurance .2
- . The lack of it in the first place .3

### **Discipline .1**

---

Discipline begins with self-discipline.. It is the product of a strong personal standard that company employees impose on themselves, and without discipline.. Startups fail in different businesses, even if the company has economic power that no one else does. Self-discipline leads to work ethic Positivity, and work ethic, in turn, leads to getting things done more effectively and more efficiently.. It is important in any successful company that team members are consistent and do not . have a problem working together so that they can achieve the success they desire

### **determination .2**

---

Any successful startup always needs a great deal of determination and will when building its business.. Otherwise, it will give up no matter what happens to it.. Especially when the road is bumpy and full of obstacles.. There are many challenges facing employees and entrepreneurs and you need strong determination . .to overcome them

### **Think outside the box .3**

---

Thinking outside the box is one of the important factors that cause the success of a startup company.. This is because many companies lack this skill, because they accept the situation in which the company is located and do not want to change it, which ultimately leads to its failure. Therefore, new companies work in Different domains get to try new things that no other company can offer, because they have . nothing to lose

## **Startups Examples of Successful**

---

In our Arab world, there are many startup companies that have achieved great : success in the past years, and these companies include

### **CompanyCareem**

It is an Emirati company that provides ride services, and its value exceeded one billion US dollars. The famous Uber company bought it for an amount of 3.1 . billion US dollars

### **CompanyNoon**

. It is a Saudi company that does e-commerce as well as online shopping

### **Vezeeta Vezata Company**

It is an Egyptian company that acts as an intermediary between patients and doctors, providing many doctors in all specialties to patients who need medical care in any form.. It is a pioneer in this field in the Middle East and Arab countries .

**System team seeks to provide all the science you to fight·  
entrepreneurship successful experience and become a destination  
every entrepreneur, through the provision of all the elements and tools  
projects Maigll management ratios your risk capital, Firiyaadh business  
and build your project become occupies a space in the mind of both of  
.us, It is neither easy nor impossible**

**Join the system team now for free and learn from business and  
marketing experts**