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**Business**

Money. It may be the most valuable thing that can ever exist in our world. Every human desire to get as much money as possible. So that is why humanity invented tons of ways of earning money. Common scheme of getting money is easy: you should do or make something that is needed by other people. It is called business. Business is usually way of selling goods or provision of services.

Many of us thought about starting business, however it is extremely complicated and risky idea. If you want your business **to be** successful, you should remember some points. Firstly, you should make a business plan and thoroughly think over all pros and cons. Also, you should remember that you cannot give up business whenever you want, so you’ll have to run a business on a day-to-day basis. In addition, another key of successful business is right human resource politic. Human factor is very valuable, so if you recruit talented employees, they will definitely pay off themselves in the future because customer doesn’t want to experience bad quality service. Furthermore, doing market research will increase chances of taking business off.

When unexperienced person goes into the business, he is facing a lot of problems that he isn’t ready to. As a result, people like that often go bankrupt. For instance, the most basic problem isn’t dealing with taxes properly. Often sole traders don’t want to pay taxes, thus they break the law and go to the jail. Another mistake is charging too high prices for goods. In this case, the buyer simply doesn’t want to buy the product, and the company doesn’t receive enough profit. To add, you shouldn’t depend on one main customer, but on the contrary, expand the product line, because the product may become irrelevant or go out of fashion, therefore, the company remains without a buyer.

Sometimes the desire to earn a lot of money is so great that it can force a person to act illegally. In our country, for example, the most common method of fraud is taking a bribe. Another way to make a profit is to look for ways of reducing costs, as a result of which the quality of the product suffers.

But there are situations when the problems of ethical choice concern not only business or important things, but also personal life. When I was working with a friend at a summer job, my friend broke the terms of the contract in order to get a decent bonus. I didn't follow his example because it isn’t on my principles. I decided to quit and find another job. After that, I decided to end the friendship with this person because I was disappointed in him.

There are lots of examples of successful people who earned a lot of money and built up a highly profitable business. What is the key reason of their success? Their main feature is possession management skills. They help them achieve their goals.

One of the most famous examples of successful Russian businessmen is Oleg Tinkov, a millionaire and founder of his own bank in Russia. His charisma and entrepreneurial spirit contributed to his success. He began his career by reselling various things, which allowed him to accumulate capital and go from rags to riches. He tried himself in many fields, as well as cycling, restaurant business, electronics. But Oleg gained the greatest popularity after the foundation of his own bank.

In conclusion, I would like to say that business is an exciting and profitable, but difficult and risky kind of getting money. I don’t recommend doing business to people who don’t have a set of specific qualities that will ensure success. Or at least start with a small business.

***Active Vocabulary: 15, Grammar Structures: 25, Linkers: 14. Total: 623 words***