

Monologue "Business". 5130201/30002, Путята Михаил.

As the famous American entrepreneur and investor Warren Buffett once said that the difference between successful people and really successful people is that really successful people say 'no' to almost everything. This quote perfectly captures the essence of business success. If you want to succeed in business and make a fortune, you need to be able to think outside the box and say no to things that don't align with your goals.

One of the most important factors in business success is having a clear vision and having entrepreneurial skills. You need to know what you want to achieve and make a business plan. Without a clear direction, it's easy to get lost and waste time and resources on things that won't help you reach your goals. Another key factor is being able to adapt to changing market conditions. The business world is constantly evolving, and you need to be flexible enough to adjust your strategies accordingly.

However, despite having a clear vision, strategy, and flexibility, entrepreneurs still face many challenges. One of the biggest challenges is competition. In today's globalized economy, businesses are competing with each other on a global scale. This means that you need to constantly innovate and improve your products or services to stay ahead of the competition. Another challenge is managing finances. Running a business requires a lot of financial resources, and it can be difficult to keep track of all the expenses and revenues. Therefore, it's important to recruit talented employees.

Now, let's talk about business icons. A business icon is someone who has achieved great success in their field and has become a role model for others. Business icons can be found all over the world, but I want to focus on one Russian businessman who I think is a great example of success. His name is Oleg Tinkov, and he is the founder of Tinkoff Bank. He is known for his innovative approach to banking and his willingness to take risks.

What makes Tinkov a business icon? Firstly, he has a clear vision for what he wants to achieve. He wants to make banking more accessible and convenient for people. Secondly, he is a great example of an entrepreneur who has been able to adapt to changing market conditions. He had to overcome many challenges, including political instability, economic crises, and competition from other banks. Despite these challenges, Tinkov was able to build up a highly profitable business.

I believe that in business it is very important to monitor finances and product sales, because of this can cause you to go bankrupt. Furthermore, it is crucial to sell at a price that covers costs, but it is advisable to price the product below the competitor. You also need to deal with tax properly. It would be good to be customer-centric, such as not depend too much on one main customer and provide good customer service.

In conclusion, business success requires a clear vision, strategy, flexibility, innovation, financial management, and a strong team. However, the key is to find what works best for your business and to be willing to adapt as needed. To sum up, to succeed in business, entrepreneurs must need to manage a business properly. They should also do some market research, invest in the local community, promote their products in different ways to different people, and charge a reasonable price of their products.

*Active Vocabulary: 18, Grammar Structures: 4, Linkers: 10. Total: 564 words*