

# Future Companies Innovation Programs



شركة أبو غزالة العالمية  
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## Business Administration Overview

This section will help you to understand the basics of business, such as what type of business you will start, what kind of skills are needed to start a business, when to start a business and the reasons for business failure.

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# Business Administration Topics

## 1. Understand Small Business Basics

A small business is defined as a project in which the number of employees/workers and the volume of sales are less than certain limits that vary from one country to another. Small businesses share a set of characteristics that distinguish them from others, including:



# Business Administration Topics



Effectively managed by its owners.

It has a very personal character.

Be largely local to the area in which he or she works.

Its size is relatively small in the industry to which it belongs.

It relies heavily on internal sources to finance the capital necessary for its growth.

All businesses, small or large, ultimately aim to sell a product or provide a service that meets the needs of the market.

The components of a small business are



## Entrepreneur

The person who manages the business.



## Business idea and skills

What this business does and know how to do it better than others. This is what really justifies whether the business will make profits. .



## Product

What the business will promote. The product may be purchased as a wholesale quantity and sold at retail, it may be purchased as raw materials and then transformed before being sold, or it may be a service provided to customers.



## Customers

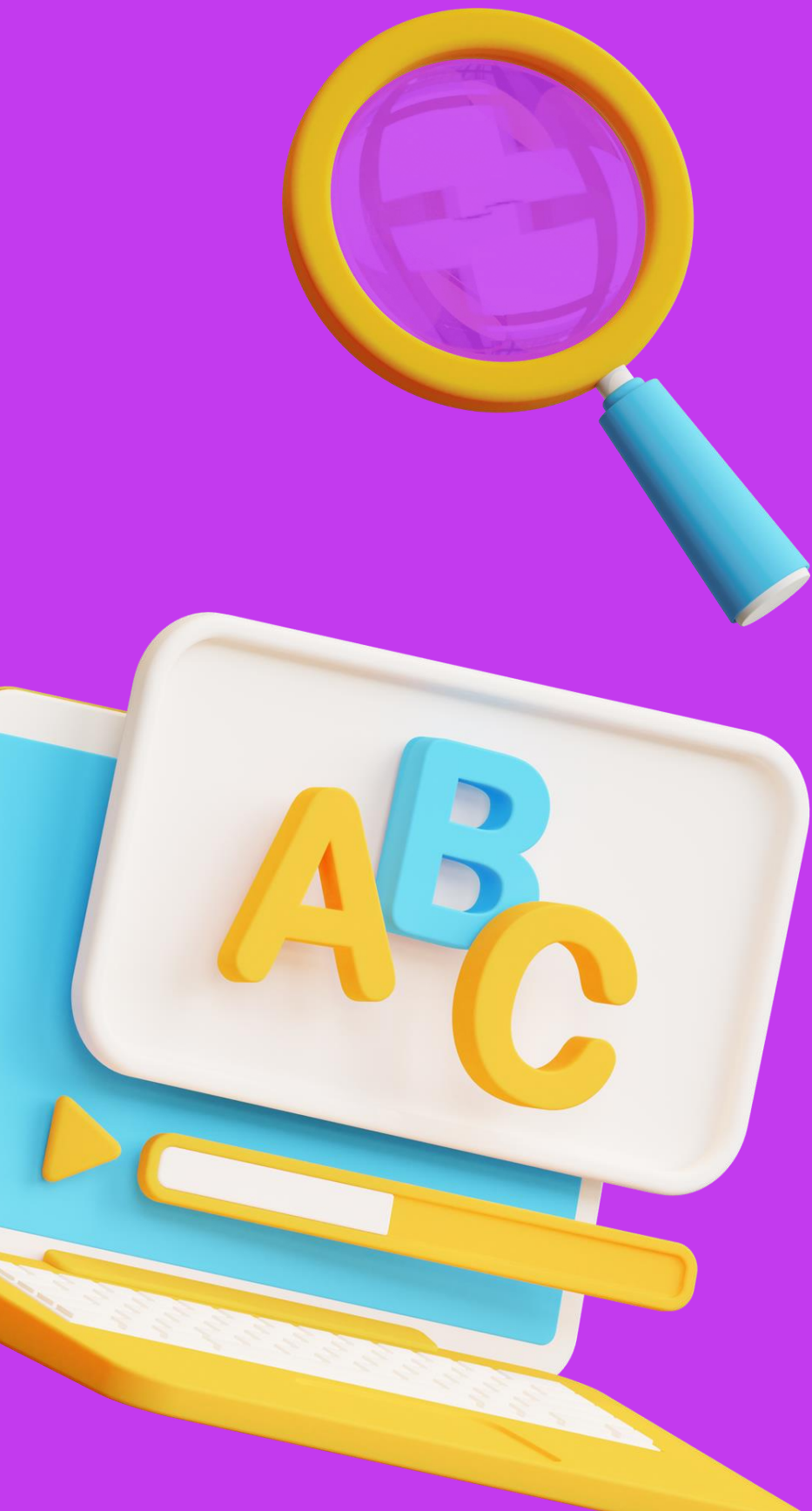
A group of people or other businesses who purchase a product or service

**A businessman is a person who will embark on the adventure of self-employment. A businessman faces all the risks inherent in starting a small business as there is no way to avoid those risks. However, a businessman can improve his chances of success with good planning and preparation.**

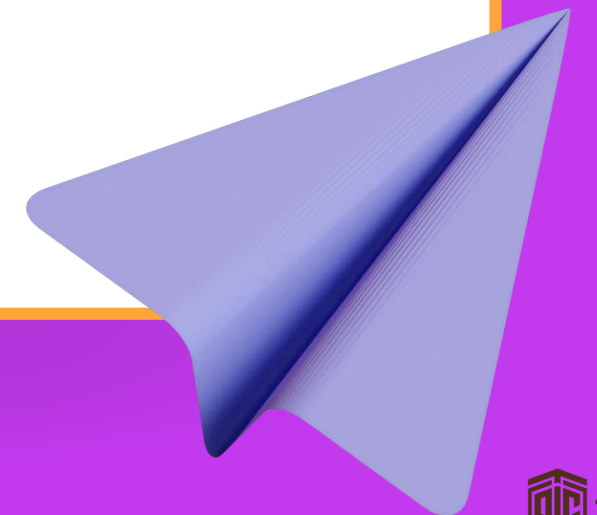
**Who is the  
Businessman?**



The best starting point is to evaluate your strengths and weaknesses as a small business owner and manager. Carefully consider the following questions :



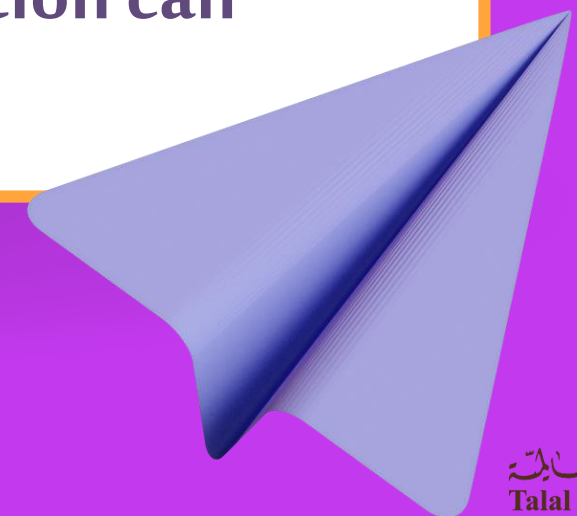
- ❖ Do you have self-starting ability? It is up to you and not anyone else to dictate that you develop projects, organize your time, and review details.
- ❖ What is your ability to make decisions? The small business owner is required to constantly make decisions, often quickly, under pressure and independently.



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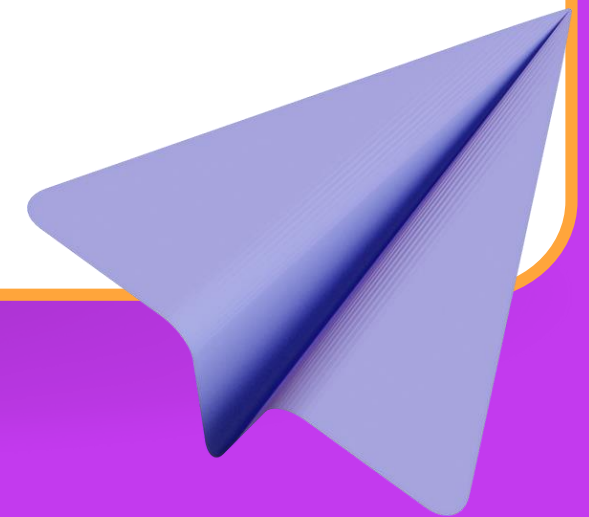
- ❖ Do you have the mental and physical stamina to manage the work? Owning your own business can be challenging, fun and exciting, but it also requires a lot of work. Can you bear 12 hours of work six (sometimes seven) days a week?
- ❖ Do you have the skills of organizing and planning? Research indicates that the reasons for many business failures could have been avoided through good planning. Good organizing of finances, inventory counts, schedules and production can help to avoid many pitfalls



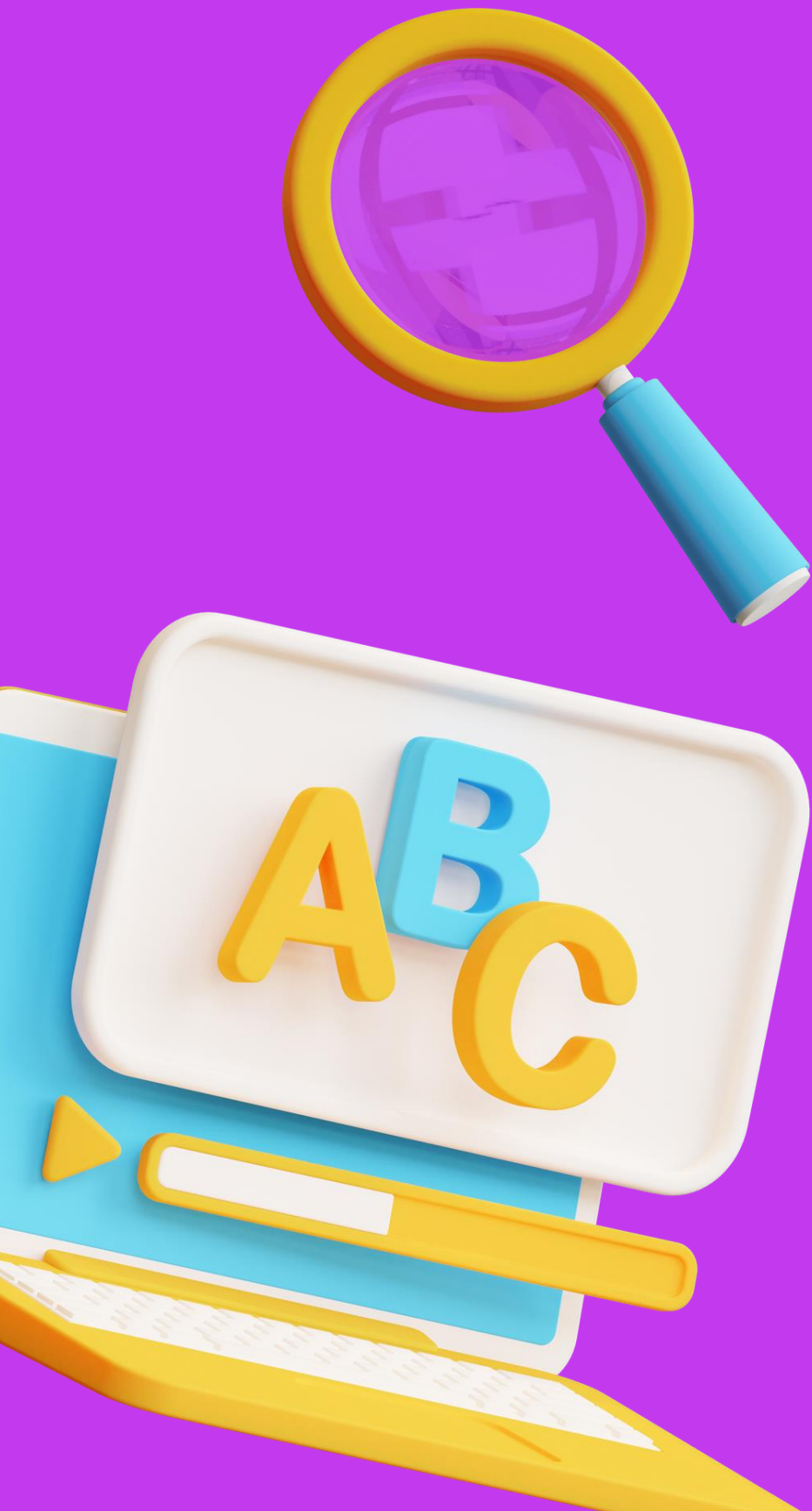
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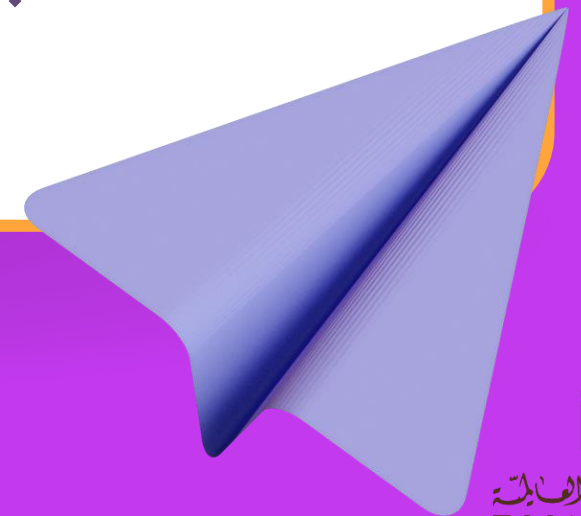
- ❖ Do you have a strong enough motivation to keep you motivated? Running a business can exhaust you. Some business owners feel overwhelmed by having to shoulder all the responsibilities on their own. Strong motivation can make your business successful and help you to get through slowdowns as well as periods of burnout.



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- ❖ How will work affect your family? The first few years of starting a job can be tough on family life. The stress of an unsupportive partner can be difficult to balance against the demands of starting a new venture. You may also face some financial difficulties until the business becomes profitable, and this may take several months or even years. You may also have to adapt to a lower standard of living or expose family property to risk .



## What is the Business Idea?

**The business idea is the ability to determine whether a product or service is sellable and promote it to a specific number of customers. The key to the success of any business idea is the availability of buyers (consumers) and their willingness to buy the product or service. This is what we call the “market .”**



**The entire market is too broad in scope to be successfully targeted by companies. The best strategy for a small business is to segment demand into manageable niche markets. Small businesses can then offer specialized goods and services that attract the attention of a specific group of potential buyers.**

**Undoubtedly, some specific goods or services that are suitable for you to promote. Study the market carefully and you will find some opportunities available.**

## What is the Business Idea?



# What is the Business Idea?

**As you search for your own company's niche, consider the results of your market survey and the areas where your competitors have already beaten you. Write this information down in a table or graph to show where you might start your business. Try to find a sound assortment of your products and services, quality, and prices that ensure the least direct competition.**



# Why do Business fail?

**Business success does not happen automatically, nor does it depend strictly on luck – although a little luck never hurts. Success depends mainly on the wisdom, insight and good organization of the owner. However, of course there are no guarantees.**



# The top 10 reasons for small business failure are as follows:

1. Lack of experience and/or skills
2. Entrepreneur personality
3. Insufficient capital
4. Inappropriate location
5. Poor inventory management

6. Overinvestment in fixed property
7. Personal use of business funds
8. Unexpected prosperity
9. Competition
10. Low sales



## Entrepreneurs that Started with Nothing

The YouTube logo is centered within a white rounded rectangle. It consists of the word "You" in a red sans-serif font above the word "Tube" in a white sans-serif font inside a red rounded rectangle.

[https://www.youtube.com/watch?v=6GJLPIAhAbk&ab\\_channel=%D8%B4%D8%A8%D9%83%D8%A9%D8%A7%D9%84%D8%B9%D8%B1%D8%A8](https://www.youtube.com/watch?v=6GJLPIAhAbk&ab_channel=%D8%B4%D8%A8%D9%83%D8%A9%D8%A7%D9%84%D8%B9%D8%B1%D8%A8)

