Chapter 1: General Knowledge of Business Operations

*"Start a business like a pro*M

บทบาทและความสำคัญของธุรกิจ

Business is at the heart of society.

- Improve the quality of life: produce good products and services.
- Social Development: Creating Jobs and Spreading Prosperity
- Creating economic stability: Generating income for the country
- Stimulating Technology: Continuous Research and Development

Why do business?

To meet basic human needs and create an exchange system that leads to the gross wealth of society.

Meaning of "business" and "entrepreneur"

Business

The activities of groups of individuals in the production and sale of products with the goal of "profit".

Business Operators

Individuals who intend to recruit inputs to operate efficiently.

Entrepreneur

New business founders who take risks in pursuit of growth

Purpose of Business

- Stability: To ensure the continuity of the business.
- Growth: Expanding branches, increasing employees, and social status
- Profit: An important incentive that keeps a business alive
- Social responsibility: Moral and environmental considerations

Marketing Mix 4 P's

Product

Products/Services that meet customer needs

Price

Reasonable and acceptable price

Place

Easy-to-access distribution channels

Promotion

Communication to motivate purchases

4M's Fundamentals in Business Operations

- Man (person): The most important driving factor
- Money: capital for investment and turnover;
- Material: Cost Management
- Method: Planning and controlling work systems

Business Environment

Internal (controllable)

People, Machinery, Capital, Work System, Corporate Culture

Outside the organization (uncontrollable)

Economy, Politics, Technology, Competitors, Law

Important Resources for Decision Making

Primary Information

Collect new ones for specific decision-making.

- Internal data (sales, employees)
- External data (customers, competitors, experts)

Secondary Data

Data that has already been collected and analyzed

- Internet & Media
- Government Agencies (Registered Statistics, Department of Business Development)
- The Industry Council and the Chamber of Commerce

Common problems in starting a business

- Lack of working capital
- No knowledge of accounting and law
- Employees lack skills/abilities
- There is no broad enough business social network.
- Lack of credibility due to inexperience.

Solution: making a detailed business plan and preparing sufficient reserves.

Conclusion at the end of the chapter

Running a business requires studying and understanding the basics.

Good data management to reduce mistakes and lead to sustainable success.

"An important step is a step of preparation."

Questions?

Do you have any questions or need more information?

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