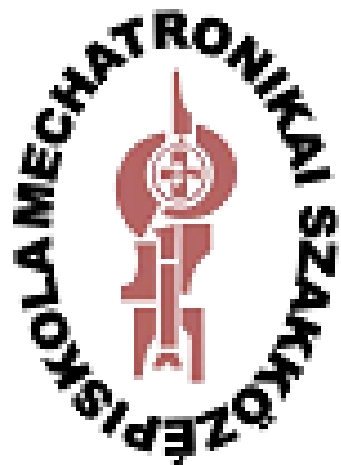


Starting and running a successful company

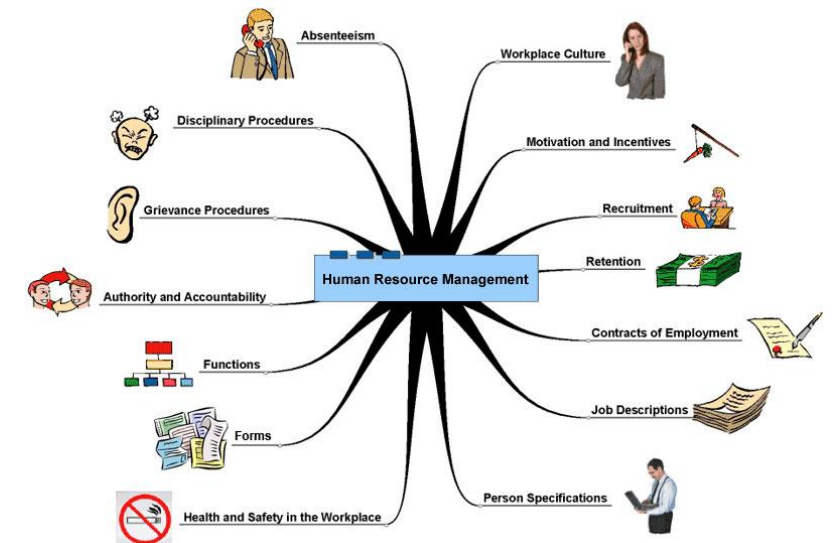
What type of venture we should found

· Mechatronikai Szakközépiskola



Human resources

- Professional skills
 - Professional competences
 - Judiciary knowledge
 - Economic knowledge
 - Market demands
- Personal characteristics
 - Initiative
 - Good communicative skills
 - Flexibility
 - Capacity to make compromises
 - Entrepreneurial spirit
 - Diligence
 - Determination
 - Resoluteness



Aspects of choosing the product or service

- Adeptly to skills
- According to market demands and stable request
 - Supplies daily usage
 - Expensive, important, infrequent
- Competition with similar companies
- Two modells
 - Small spread-many products, services
 - Inexpensive, mass-produced goods
 - Attracts many customers on a regular basis
 - Big spread- few products, services
 - Goods for long-term usage
 - Building, renewing houses, offices



The type of enterprise depends on

- Yearly business done
- Trading or service
- Capital and expenditure
- Employees (number, qualification)

A word cloud of business terms. The words are arranged in a cluster, with 'liability' and 'company' being the largest. Other terms include 'partnership', 'director', 'sole-trader', 'limited', 'plc', 'dividend', 'partner', 'not-for-profit', 'unlimited', and 'shareholder'.

Launching the business

- Market research
 - Request-offer
 - Choosing the product, service
 - Competition survey
 - Customers
- Infrastructure
 - Raising the necessary capital
 - Office, outside
 - Administration (legal, economic, financial)
 - Employees
- Marketing
 - Advertising



Advertising

- Posters
- Local newspapers, magazines
- Media
- Leaflets, brochures
- Internet
- Webpage



Sustainability, Development

- Increase amount of products and services
- Innovation
- Quality check
- Reduce costs
- New products and services

