

BRIGHT AND DARK SIDES OF BUSINESS

What are the differences between a huge market leader and a small innovative company?

Start-up advantages:

- low costs of running a business
- at the beginning people do not need to have such a lot of capital as in common company
- high investment refund after achieving success at the market
- great opportunity for young person to experiment
- how to trade at the business world
- knowledge and experience growth

Start-up disadvantages:

- High risk of failure
- Low compensation
- Poor market access
- Team conflicts
- Lack of resources
- Stress out
- Longer hours of working
- Learning to be frugal
- Ability to run multiple tasks

Corporation advantages:

- the shareholders are not personally liable for any debt associated with the corporation
- ease of funding – corporations can transfer ownership by buying or selling its shares
- no limit to the life of a corporation, since ownership of it can pass through many generations of investors
- brand recognition with an existing, loyal customer base
- invest in individuals through education, skill development, and career assistance programs to help align an individual's personal career goals

Corporation disadvantages:

- employee anonymity
- high hierarchy (information goes through many levels of management)
- stress related to employee requirements - rat race
- an employee often spends many years on one position
- extremely high costs of running a business

Both big corporations and start-ups are needed on the market. People treat corporations as big tanks that never stops but moves slowly. Where as start-ups are seen as speed boats that explores new industries, creates new trends.

They offer different things and solution to the people but they both keep the society moving and learning new things.