

FROM START-UP TO CORPORATION – HOW TO DEVELOP YOUR ENTERPRISE?

START-UP

CHARACTERISTICS:

- ✓ ENTITY CONDUCTING BUSINESS ACTIVITY
- ✓ INDEPENDENCE
- ✓ INNOVATION
- ✓ SOLUTION TO AN EXISTING PROBLEM
- ✓ UNCERTAINTY
- ✓ RISK RELATED TO THE NEW MARKET

CORPORATE CHARACTERISTICS:

- ✓ VERY LARGE COMPANY OPERATING ON THE GLOBAL MARKET
- ✓ EMPLOYING A LARGE NUMBER OF EMPLOYEES
- ✓ USUALLY HAS LEGAL PERSONALITY
- ✓ THE CORPORATION EARNS A LOT OF INCOME
- ✓ PRODUCTS ARE MUCH ADVERTISED AND KNOWN ON THE MARKET
- ✓ CONTROLS THE MARKET IN WHICH IT OPERATES
- ✓ ADVANCED TECHNOLOGY
- ✓ MODERN PRODUCTS
- ✓ WELL-ORGANIZED STRUCTURES

MOTIVATION

EVERYONE WHO SETS UP A COMPANY MUST BE MOTIVATED TO ACT. DREAMS OF DEVELOPMENT, BIG MONEY AND BREAKING THE MONOTONY ARE NOT ENOUGH! DO YOU WANT TO ACHIEVE SOMETHING? DO SOMETHING! EVEN IF YOU DON'T BELIEVE YOU WILL SUCCEED OR OTHERS TELL YOU THE SAME THING. MOTIVATION WILL HELP TO COMBINE PASSION WITH BUSINESS.

BUSINESS FINANCING

WHEN YOU STOP BEING A DREAMER AND BECOME AN ENTREPRENEUR YOU HAVE TO THINK ABOUT HOW TO FINANCE YOUR BUSINESS. AFTER STARTING A BUSINESS, YOU MUST MAINTAIN IT. THE BUSINESS CAN BE FINANCED BY SAVINGS, LOANS, INVESTORS OR SUBSIDIES.

LAW

ALL BUSINESS ACTIVITIES MUST BE CONDUCTED IN ACCORDANCE WITH THE LAW. YOU MUST CHOOSE ONE OF THE LEGAL FORMS

DEVELOPMENT

THE NEED FOR DEVELOPMENT IS VERY IMPORTANT TO STAY ON THE MARKET. THE GOAL OF DEVELOPMENT IS TO INCREASE THE QUALITY OF SERVICES OFFERED BY THE COMPANY. YOU HAVE TO GO WITH THE TIMES. CUSTOMER NEEDS ARE CONSTANTLY CHANGING. YOU NEED TO OUTSOURCE OR HIRE CO-WORKERS.

BUSINESS IDEA

THE FIRST RULE OF SUCCESS IS DO WHAT YOU LIKE! WITHOUT IT YOU HAVE NO CHANCE TO ACHIEVE DEVELOPMENT. THINK: DOES THE BUSINESS FOR WHICH YOU HAVE AN IDEA OCCUR WHERE YOU WANT TO RUN IT? YES? SO THE QUESTION IS: WILL YOU DO IT BETTER? BUSINESS MUST BE IN LINE WITH CUSTOMER NEEDS. SHOULD ATTRACT INTEREST.

MARKETING

MARKETING IS THE ONLY CHANCE TO EARN MONEY. AFTER STARTING A BUSINESS, ONLY YOU KNOW ABOUT IT. NOWADAYS, FACEBOOK, INSTAGRAM, TWITTER IS THE KEY TO SUCCESS! BEFORE YOU INVEST IN BUSINESS, THINK ABOUT ITS ADVERTISING.

HUMAN RESOURCES

ONE OF THE MOST IMPORTANT THINGS WHEN STARTING A BUSINESS IS TO CREATE A TEAM. IT WOULD BE HARD TO DO IT ALONE. IT IS IMPORTANT THAT TEAM MEMBERS ARE CAREFULLY SELECTED. PEOPLE MUST BE LOYAL AND HELPFUL. YOU MUST BE SURE THEY ARE TRUSTWORTHY. SOMETIMES YOU NEED TO OUTSOURCE OR HIRE CO-WORKERS.

AS YOU CAN SEE, STARTING YOUR OWN BUSINESS INVOLVES MANY STAGES. SOME OF THESE STAGES ARE EASY FOR INNOVATORS TO ACHIEVE, UNFORTUNATELY, IN MANY CASES, YOU NEED TO SEEK OUTSIDE HELP TO DEVELOP YOUR WINGS. A CAREER IN A LARGE CORPORATION COMBINES MANY ADVANTAGES. THE MOST IMPORTANT OF THESE IS THE OPPORTUNITY FOR DEVELOPMENT. CORPORATIONS OFTEN OPEN THE DOOR TO TRAINEES BY CREATING INTERNSHIP PROGRAMS, WHICH IS RARE IN START-UPS. THUS, THE CORPORATION ALLOWS . IN START-UPS, YOU DECIDED ABOUT HOW YOUR JOB LOOKS LIKE. IN START-UPS, A FRIENDLY OFFICE ENCOURAGES YOU TO WORK EVERY DAY, ESPECIALLY SINCE IT IS DESIGNED ACCORDING TO OUR OWN RULES, NOT A VISION IMPOSED FROM THE HEADQUARTERS OF A COMPANY LOCATED AT THE USING THE KNOWLEDGE GAINED IN COLLEGE IN PRACTICE OTHER END OF EUROPE OR THE WORLD.