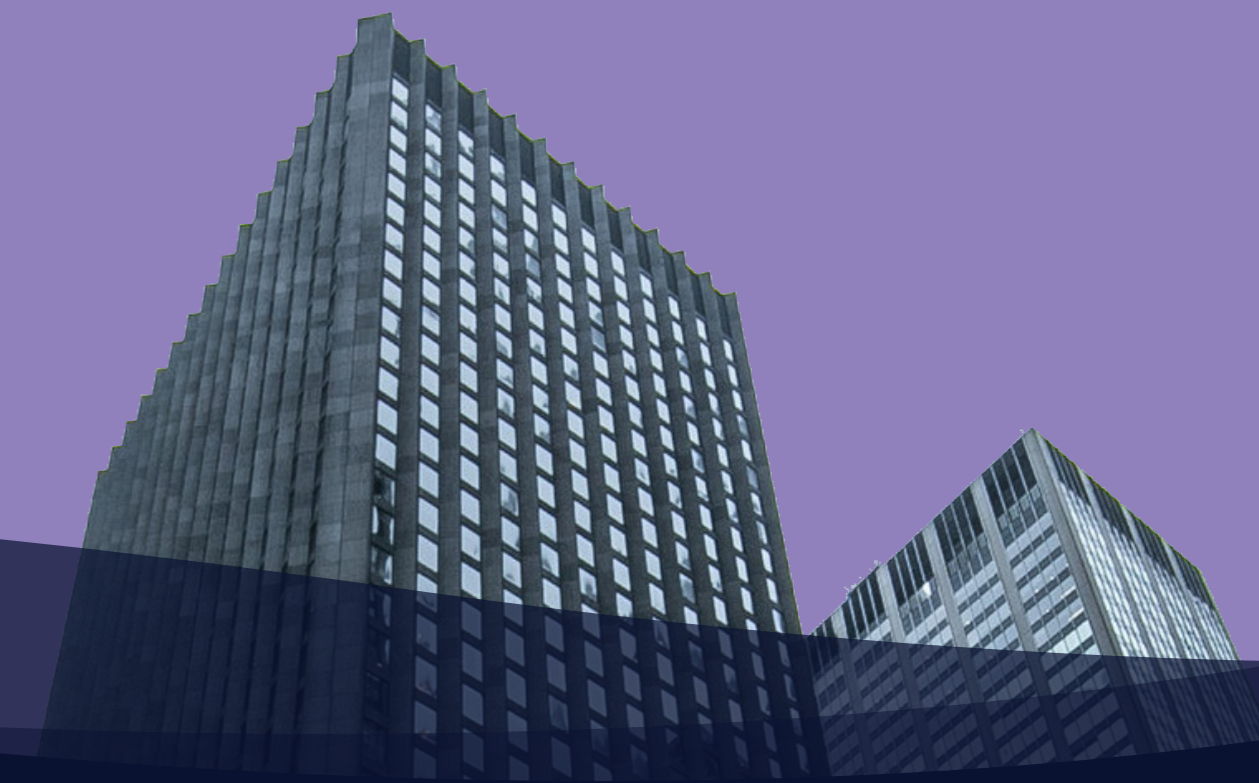


Obstacles which young **buisnesses** can face in new technology branch fighting with **unfair** competitors.



## Are young businesses able to succeed in the face of unfair competition?

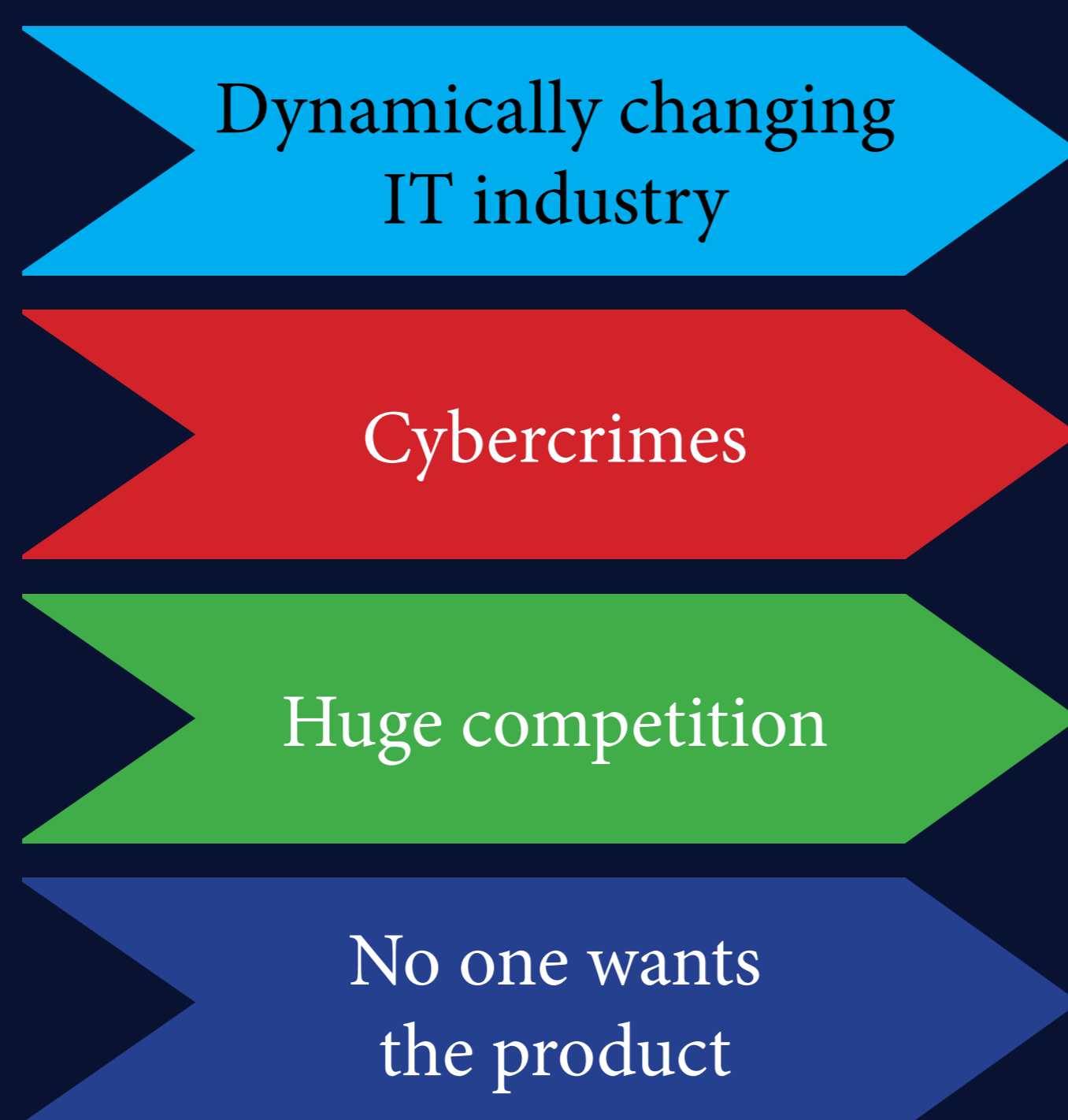
**5** years - maximum age of young enterprises

Unfair competition is defined as taking actions that are contrary to the law as well as to accepted customs. It also involves acts that threaten or infringe the interests of other entrepreneurs or consumers. The problem of unfair competition is encountered in every industry, regardless of the size of the company or the time of its operation.

### What is unfair competition?

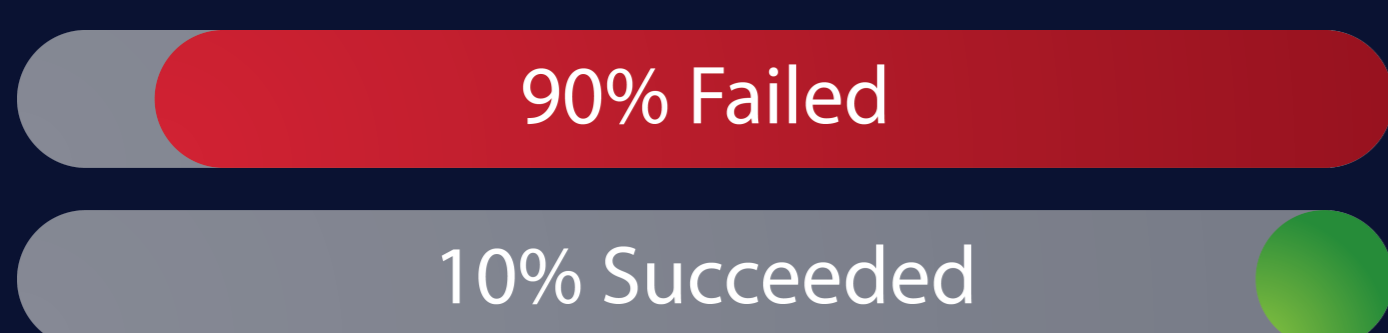
Activities carried out by unfair competition include disseminating false information which may be misleading, making it difficult for other entrepreneurs to enter and operate on the market, using other companies' data, imitating a finished product, copying a product, using the know-how of a given company, not patented products.

### Obstacles which young businesses face.



1. The IT industry is changing very dynamically, thus IT specialists need to react very quickly to the clients needs and adapt to market transformation.
2. There is a huge risk that a company can be a victim of cybercrime (for example the hackers attack or malicious virus that can steal the important data).
3. The presence of foreign companies on the market that are more competitive, faster, cheaper and able to offer a better, more personalized product.
4. The company ideas looks very well on the paper, but at the end they fail to meet customer needs (they do not have a purpose).

### How many companies have succeeded?



### Conclusion.

Unfair competition was, is and will exist on the market. We can see actions which are far from being ethical, like stealing data, unpatented ideas and know-how. These actions can be harmful to the entire industry, which can lead to the bankruptcy of many companies.

### Why have they succeeded?

The main reason to be successful in the IT sector is to find customers who are willing to buy the service or product. Many successful entrepreneurs emphasize that hard work and luck are also very important.

1. The product is perfect for the market.
2. The entrepreneur does not ignore anything.
3. The company grows fast.
4. The team knows how to recover.

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