




**Pakistan School**  
Kingdom of Bahrain








We are going to start our online commerce class today. I hope we all will enjoy and learn.

❖ Rules for class:

- 1) Be on time for all your classes.
  - 2) Respect all the participants of the class.
  - 3) Do not create any disturbance.
  - 4) Pay attention to your teacher.
  - 5) Raise hand if you have a question.
  - 6) Enter the class with your actual name to mark your attendance
  - 7) Ask any relevant question according to topic taught only.
- 




# Unit # One

Concept of Business.





# Lesson Objectives:

- By the end of this part of lesson, students will be able to:
    1. Analyse the elements of a good business.
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# Brainstorming..

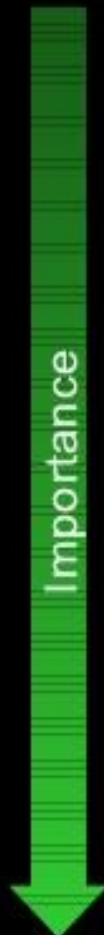
- What you think What are the factors that make a business successful?



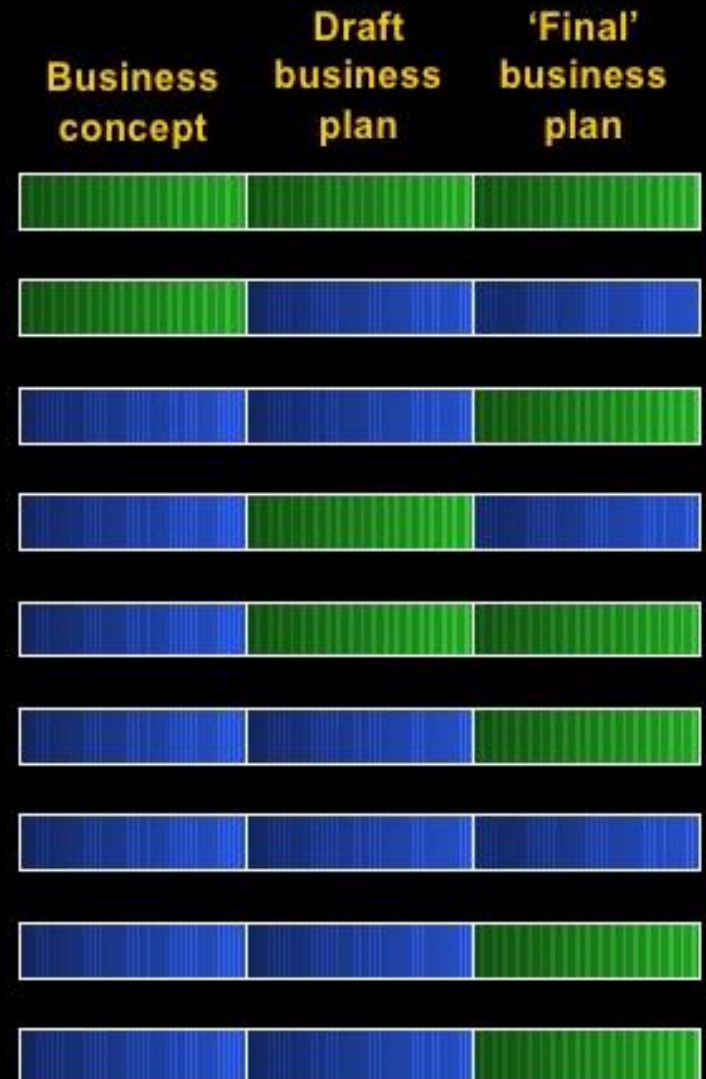
# Elements of a Business Plan

Unit of measure

■ Focus of this phase  
■ Part of this phase



1. Executive summary
2. Product or service
3. Management team
4. Market and competition
5. Marketing and sales
6. Business system and organisation
7. Implementation schedule
8. Opportunities and risks
9. Financial planning and financing



# 8 Steps

To Create A Successful Business Plan For Your Business

- 1** Create a Business Plan 
- 2** Come up with an executive summary 
- 3** Write your business description 
- 4** Come up with marketing strategy 
- 5** Do a competitive analysis 
- 6** Write your development plan 
- 7** Plan your operations 
- 8** Cover the financials 



# **ELEMENTS OF A GOOD BUSINESS**

## **1. Expert Management:**

Human factor plays important role in improving the performance of a business. Effective and good management solves many problems of the business. Therefore, good management is necessary to run the business efficiently and effectively.

## **2. Large Capital:**

Large capital or finance is required for successful operation of business. It has the same importance in business as blood in human body. It plays a vital role in the establishment and expansion of a business. Businessman can manage finance/capital through equity or loans.

## **3. Planning:**

Good planning plays an important role in the success of business. Planning means to decide what, how and when the work has to be performed. It is also helpful in fixing the responsibility of each worker and to delegate the authorities. Profit of business depends upon successful and effective planning.

## **4. Innovation:**

Innovation means to discover new means for improving the goods and services. In modern era there is a tough



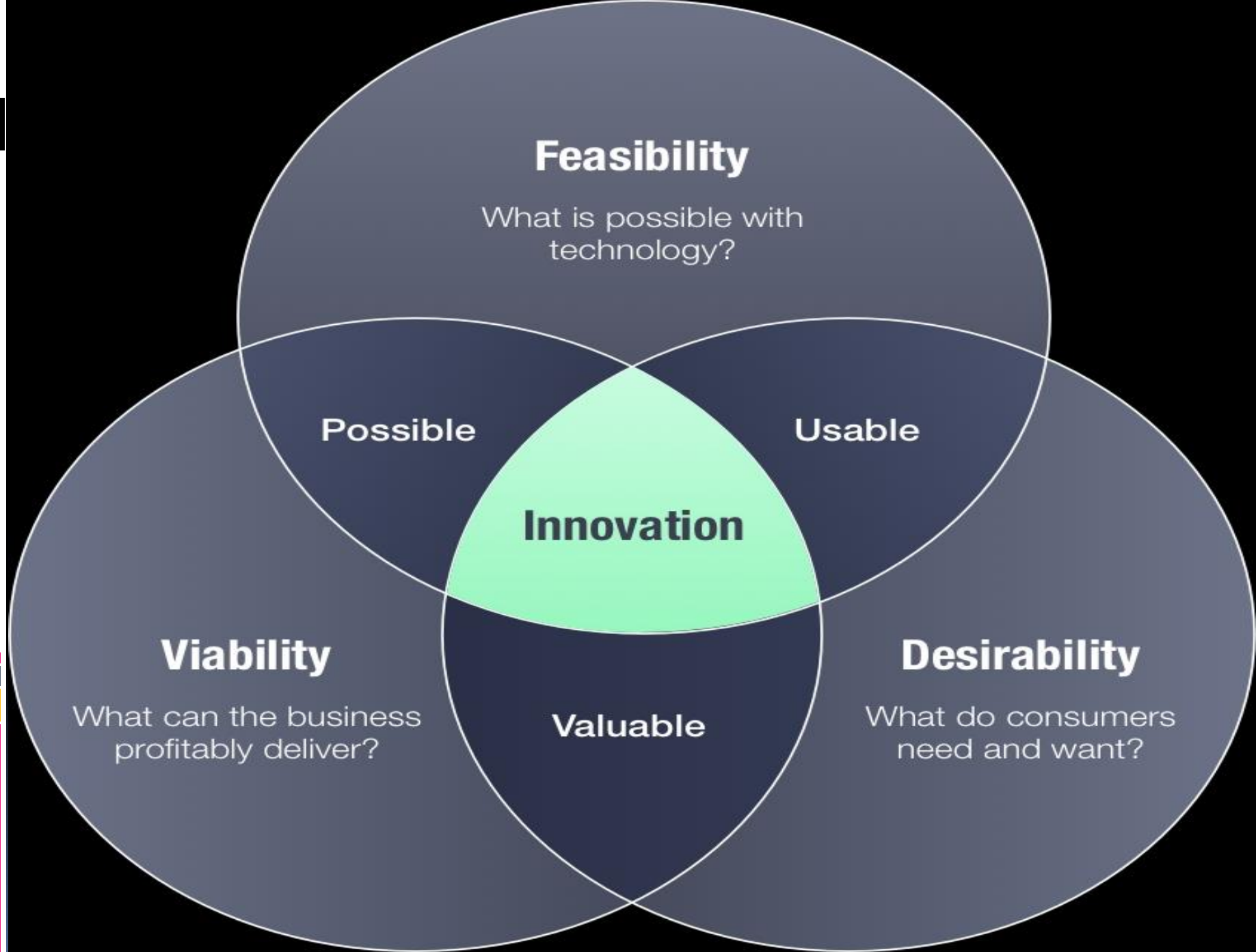
CAPITAL HERO  
LLC



**In Business Finance  
Working Capital  
is needed for growing  
small field of Occupation**



**WE  
CAN  
HELP**





## *Capital and the Economics of Business*

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### *Importance of Capital*

- A measure of performance
  - A factor in compensation/employment
  - A factor in stock value
  - Determines economics of transactions
  - Limits size of businesses
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**GPA**

**BOOK**

**STUDENT**

**STUDY**

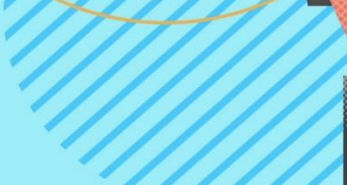
**EDUCATION**

**HOME  
WORK**

**LEARNING**

**CLASS**

**SCHOOL**





competition in the market. Therefore, a businessman has to introduce new goods according to the latest fashion and design for the success of business.

**5. Use of Technology:**

Use of technology is another important element of successful business. A businessman uses technology and modern methods of production according to the nature of business. This strategy helps to increase the production and profit margin.

**6. Quality Product:**

The owner of successful business always tries to improve the quality of product. Quality products not only strengthen the goodwill of business but also increase the profit.

**7. Increase in Sale:**

Sale of goods or services is an important function of business and it cannot be flourished without sale. So, the marketing department should be very effective and efficient in successful business. In this regard, the advertisement and agents can play vital role.

**8. Sound Organizational Structure:**

Sound organizational structure is basic element of successful business because it brings benefits to the business and makes it prosper. Division of work and good relationship between owner and workers are guarantor of success for the business.

**9. Reasonable Profit:**

The first and foremost objective of a business is to earn profit. A successful businessman earns reasonable profit after rendering useful services or providing quality products to the people.

**10. Ideal Location:**

The success of business is very much dependent on the site or place of business. So, the trader should try to establish



his business in that area where factors of production are easily, abundantly and cheaply available.

**11. Trained Staff:**


Trained staff (employees) plays important role in the success of business. The trained staff saves the business from loss, even in unfavourable conditions, due to their experience and broad vision.

**12. Modern Machinery:**

The use or role of modern machinery in the success of business is quite prominent. The use of machinery cause to increase in production, improve quality of product and less wastage of raw material.

**13. Regular Demand:**

Regular demand of business products is the key to successful business because regular sale depends on corresponding regular demand of products. So, owner makes effective arrangements for creating demand of his products.



Thank you. See  
you in the next  
lesson.