

SCHOOL OF BUSINESS & PUBLIC ADMIN, UTG

Small Business Management (MGT411)

TOPIC: An Overview of Small-Scale Enterprise

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Presentation Outline

- 1. What is Small Business**
- 2. Importance of Small Businesses**
- 3. Procedures To Legally Operate A Small Enterprise**
- 4. Procedures for Registering a Company**
- 5. Systems to Minimize Registration Bureaucracy**
- 6. The Benefits of Operating A Small Business with Positive Attitude**
- 7. Personality Differences between Winners and Losers in Business**
- 8. Types of Business Organizations**
- 9. Benefits of Excellent Customer Service in Small Enterprises**

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Fresh Perspectives: Business management: UJ Custom Publication ,2008 *Fresh Perspectives: MGJ Custom Publication: Business Management ,2009* **International Encyclopedia of Business Management** ,2025-09-01 The Encyclopedia of Business Management Four Volume Set is a comprehensive resource that covers over 200 topics across various areas of business management Each entry is written in an accessible manner making complex concepts easy to understand The encyclopedia addresses interdisciplinary subjects such as cultural entrepreneurship tourism innovation and marketing promotions By emphasizing definitions and practical applications the entries help readers grasp the relevance of each topic Expert editors lead each section ensuring that the contributions are authoritative and well rounded The encyclopedia is divided into seven broad themes including business entrepreneurship human resource management innovation management international business organizational behavior project management supply chain management and sport and tourism management Each section s articles begin with a technical analysis of key definitional issues followed by an exploration of the topic s broader context This structured approach provides a holistic examination of the subjects allowing readers to gain a comprehensive understanding of vital business management concepts Provides a comprehensive overview of the main business management topics Focuses specifically on business management from a range of perspectives Includes new and emerging business management topics Presents an interdisciplinary focus in terms of business management practices Features templates across all chapters for ease of navigation and use Management Eighth Edition Paperback, Custom Publication Griffin, Terry,Miriam Griffin,2004-06 **Monthly Catalog of United States Government Publications ,1995** **Monthly Catalogue, United States Public Documents ,1987-05** **Successful Small Business Management** Curtis E. Tate,1985 Energy and Water Development Appropriations for 2011: U.S. Corps of Engineers; Bureau of Reclamation United States. Congress. House. Committee on Appropriations. Subcommittee on Energy and Water Development,2010 **Small Business Management for Online Business** Nicolae Sfetcu,2014-10-20 Revision 1 1 A guide for home business and small business companies to develop online strategies for online presence using the advantages of Web 2 0 web development online promotion and social media Web 2 0 is the evolution of the Web towards greater simplicity requiring no technical knowledge or computer for users and interactivity allowing everyone individually or collectively to contribute share and collaborate in various forms Crowdsourcing or participatory production one of the emerging areas of knowledge management is the use of creativity intelligence and know how of a large number of people outsourcing to perform certain tasks traditionally performed by an employee or contractor Web development can take different forms from a simple static page to dynamic pages with a connection to a database Agile methods are groups of practices for the development of projects in IT software design that can be applied to various types of projects They involve the maximum the applicant client and allow greater responsiveness to requests They aim to real customer satisfaction a priority under a

development agreement A successful web development is primarily based on iterative refinement of needs implemented in functionality in progress and even already completed The marketing strategy aims to put the company in question in line with the implicit or explicit requirements of the market in which it operates The foundations of the strategy are to discover and especially to influence the needs of potential customers and identify products and services E marketing or Internet marketing is used to manage a web presence and a report to the user and to the communities it represents The challenge here is to disseminate a consistent image of brand and company regardless of the communication media Marketing 2.0 refers to a new generation of emerging marketing concepts of the Internet age A social network is a set of brands such as individuals or organizations interconnected by links created during social interactions It is represented by a structure or a dynamic form of a social group The analysis of social networks is based on network theory the use of graphs and sociological analysis Online social networking services are used to build a social network by connecting friends associates and generally individuals together using a variety of tools in order to facilitate for example management of professional careers distribution and artistic visibility or private meetings Social commerce is a subset of e-commerce It involves social media and other digital media that support social interaction and user contributions to assist in buying and selling products and services online Simply put social commerce is the use of social networks for e-commerce transactions

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Proceedings of the International Conference on Management, Leadership and Governance, 2013 **Proceedings**, 1956

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