



Chapter 1

Introduction to

Business

DMK1203

FUNDAMENTALS OF DIGITAL MARKETING BUSINESS

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Contents

- Business Definition
- Importance of Business
- Business Purpose
- Factors in Business
- Benefits of Business
- Type of Business
- Business duties
- Qualifications of entrepreneurs



Business Definition

Business refers to the activities that result in the production of goods and services for the exchange of goods. And the purpose is to want the benefit or profit from the action of that activity.

Importance of Business

Business is important to human business operations because businesses are sources of production of goods and services to meet human needs. There are 2 types.

Product is a tangible thing, can be seen and touched, such as cars, food, clothes, etc.

Service is an intangible thing. They cannot be seen or touched, but they can set prices for trading.

Business Objectives

What entrepreneurs want is profit, but in addition to profit. There are other things that businesses need to consider, such as: Consumer Responsibility Social responsibility, responsibility towards employees, employees, etc.

The business objectives (Business Goals) that are important are as follows.

1. For the stability of the business

2. For business growth

Business Objectives (continued)

3. For the benefit or profit

4. For the social responsibility

From the objectives of the said business Classified as the purpose of most private businesses. But there are still some types of businesses that are not for profit (Social Prestige), such as public utilities, such as the operation of the electricity, waterworks, and the Communications Authority of Thailand,



Factors in Business

Running a business relies on many factors. So there will be activities in business. Can't lack any one factor. In general, there are 4 types of fundamental factors in business operations, known as 4M, which are:

1. Man considered to be the most important factor. Because various businesses can happen, relying on the ideas of people.

2. Money Capital is another factor in business operations that must be used for investment in order to operate a business where each type of business uses different amounts of money.

3. Material In the production of goods, quite a lot of raw materials are required for production. Executives must know how to manage raw materials efficiently. in order to achieve the lowest cost of raw materials which will result in the most profitable business accordingly

4. Method It is a method for performing tasks at each stage of business operations. which requires planning and control in order to work efficiently.

Benefits of Business

The benefits of the business can be classified as follows.

1. The business of producing goods and services to meet the needs of human beings in society.
2. Business helps distribute products from producers to consumers.
3. Business is a source of labor market.
4. Business is a source of additional income for the government.
5. Business helps develop the country's economy.

Type of Business

Classification of businesses according to the nature of the activities that the business performs can be divided as follows:

1. Agriculture

2. Manufacturing

2.1 *Household Industry*

2.2 *Large Industry*

3. Mineral

Type of Business (continued)

4. Commercial

5. Construction

6. Finance

7. Service

8. Other

Business Duties

All types of business Each has a duty to meet the needs of consumers in various fields so that consumers receive utmost satisfaction able to completely treat the needs of consumers Such duties include

1. Production It is an activity in processing raw materials into goods or services. to meet the needs of consumers make consumers satisfied in consumption therefore will get good quality products or services have reasonable cost The important factors that business operators must consider are:

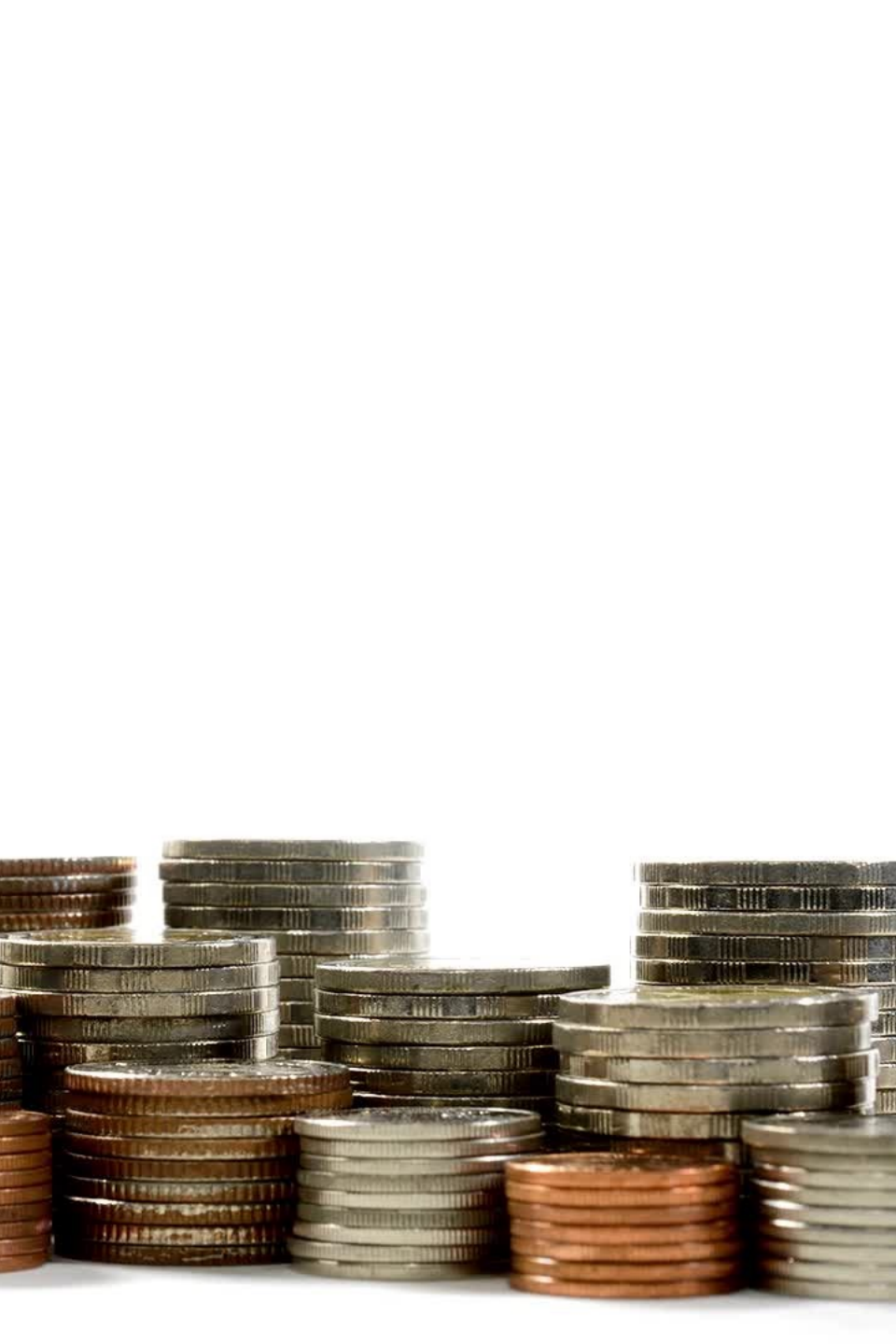
1.1 Location selection

1.2 Factory Layout

1.3 Product Design

1.4 Production Scheduling

1.5 การตรวจสอบสินค้า



Duties in doing business (continue)

2. Capital Capital is considered an important factor in running a business. which has 2 sources of funding as follows

2.1 Internal Sources

2.2 External Sources

Duties in doing business (continue)

3. Manpower Resourcing People are the most important fundamental factor in doing business. Business operators must provide quality personnel, and suitable for the position using the principle "Put the right man in the right job" business operators should consider the following:

3.1 Manpower planning in terms of numbers, quality and responsibilities

3.2 Manpower recruitment

3.3 Selection and packing

3.4 Training

3.5 Performance Evaluation



Duties in doing business (continue)

4. Marketing Management It is a process that makes products or services reach consumers. To meet the needs and create maximum satisfaction for consumers. Entrepreneurs must rely on the marketing mix, known as the 4 P's, as tools that make consumers satisfied, which are:

4.1 Product

4.2 Price

4.3 Place

4.4 Promoting

Qualifications of Entrepreneurs



Businessman is a person who sets up a business and manages the business to achieve the goals set. For the benefit of their business, therefore, the business operator must have the following qualifications.

1. Have confidence in yourself

2. Be honest with customers

3. Be grateful to your customers and other benefactors.

Qualifications of Entrepreneurs (Continued)



4. Be fair in administering and deciding issues.

5. Business experience

6. Self-Confident

Qualifications of Entrepreneurs (Continued)

7. Have creative ideas

8. Well-versed in market conditions

9. Have professional ethics, morality, ethics, and responsibility
towards the organization and society

Questions

1. What is business And how is it important to the economy?
2. What are the factors that make the business successful?
3. From the COVID-19 situation at present, students think that businesses or businesses How has it changed or adapted?