Managing a small business

Student’s Name

Institution

**Managing Small Business**

Starting small business is a challenge to every entrepreneur due to capital and other resources required. However, due to my personal background, I would want to work in small business or SME as a founder. As founder of a small business, I would like to spearhead the business to growth through collaboration of ideas and skills to foster for growth. The growth area should focus on market share and revenue generation. Therefore, working in small business as a founder appeal to me because of the benefits a founder of an organization enjoys.

As a founder decision making would be faster and I would be part of steps a business takes to growth (Sen, 2015). Though profit is main reasons for starting business and it drives many people to start a company. With me the idea of introducing products, bringing stakeholders together and taping into different skills to grow a business for prosperity is what drives me to be a founder. The concept of creating something from nothing is also what drives to be a founder (Efti, 2015). I am a risk taker and I love challenges and by being a founder, I would be able to address several challenges related to entrepreneurship and therefore, creating a product which can be loved by customers. Employees’ contributions are limited and can be ignored but a founder is part of the process of change and I would love to be part of a process and process to initiate innovative product to the market (Griffin, 2016). I have worked as marketer and operational management and therefore, I understand some of the challenges small business face. Therefore, with experience in marketing and management I would be able to establish a market segment for the business and ensure that it establish itself as a known brand.

# References

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