[Your Name]

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Business and Management: Business Paper

**Business**

Business is any activity that is legal in the eye of law and done for the purpose to generate revenues. In other words, business is any legal entity that operates under a particular business law and regulation to generate money or revenues for the owner while benefiting the employees.

**What is a Good Business?**

There is no specific definition that can define what a good business is. But several considerations are there. Hence the key and important factors that are considered to decide what a good business are being listed and analyzed below.

Business Idea

No business can be considered as a good business until and unless it has been based on an incredible idea and concept. The business idea is the main factor that defines the real face of the business. Business is so important and crucial because it is a very essential way that leads one business to stand out from the competitive one. The business idea is a side that plays a role in the consideration of business as good because it does not only involve that what the business is about, but it also clarifies that what the business will be doing or what will be the main goal or objective of the business. So based on this, if the business idea of a business is good and enough innovative, then the business can be reflected as a good business.

Talent (Potential Talent)

An aspect that is considered when stating that a business is good or not is the talent the business has. Talen of the business means the employees or managers or actual runners of the business. Hence, concisely, a business can be thought of as a good business if the talent it has is potential, skilled, and competent because talent (human talent “employees”) is the backbone of any business in the business world.

Leadership

Leadership is the source that ensures the success and goodness of a business or organization. Leadership includes the activities of the leaders of a business and their effectiveness in the decisions regarding the business and its success. In short, the role of leadership in business is a crucial thing to consider when taking business is good or bad. Despite this, leadership is the source that develops the relationship between business and its employees while ensuring that everything is fine such as business operations. So based on this, a business would be good if the leadership of it is enough good, effective, and even exceptional.

Corporate Culture

Corporate Culture is the way that assists a business in getting success. In business, motivation and support, as well as the internal environment, are the scenes behind the success of the business. Hence, a business would be a good business if its corporate culture is effective and efficient with a healthy work environment.

**What does Good Mean?**

Briefly, a good business is an activity that the owner(s) believes in. Any business or business activity that aligns with the values and passion of the owner or runner while ensuring the provision of opportunity the actual and real talent, interest, value, rights, success, and development of everyone involved in. And this is the role that a business actually play.