



THE COMPONENTS OF THE MODERN SUCCESS STORY



What does it take to succeed? It is the thought that crosses every entrepreneur's mind before he or she begins their business journey.

Inc. reported that 96 percent of businesses will fail in the first ten years, so what keeps the other 4 percent alive and well? In this paper, AppWright will examine the components of the modern success story and how they help businesses avoid becoming part of a statistic.

PLANNING

Running a business is exhilarating and exhausting. It is a 24/7 job with no vacation, little profit and often even less gratitude. It is far too easy to get caught up in the day to momentum and forget to take time to plan.

Think of managing a business like playing a game of chess. You cannot simply move your pieces without any forethought or you will lose. While there is no denying that you are on the clock and under pressure, it is crucial that you set aside time at the beginning of each week to examine sales, inventory and mistakes from the previous week. This will allow you to make adjustments for the coming period. If you are constantly adapting, you will likely see greater success in your business.

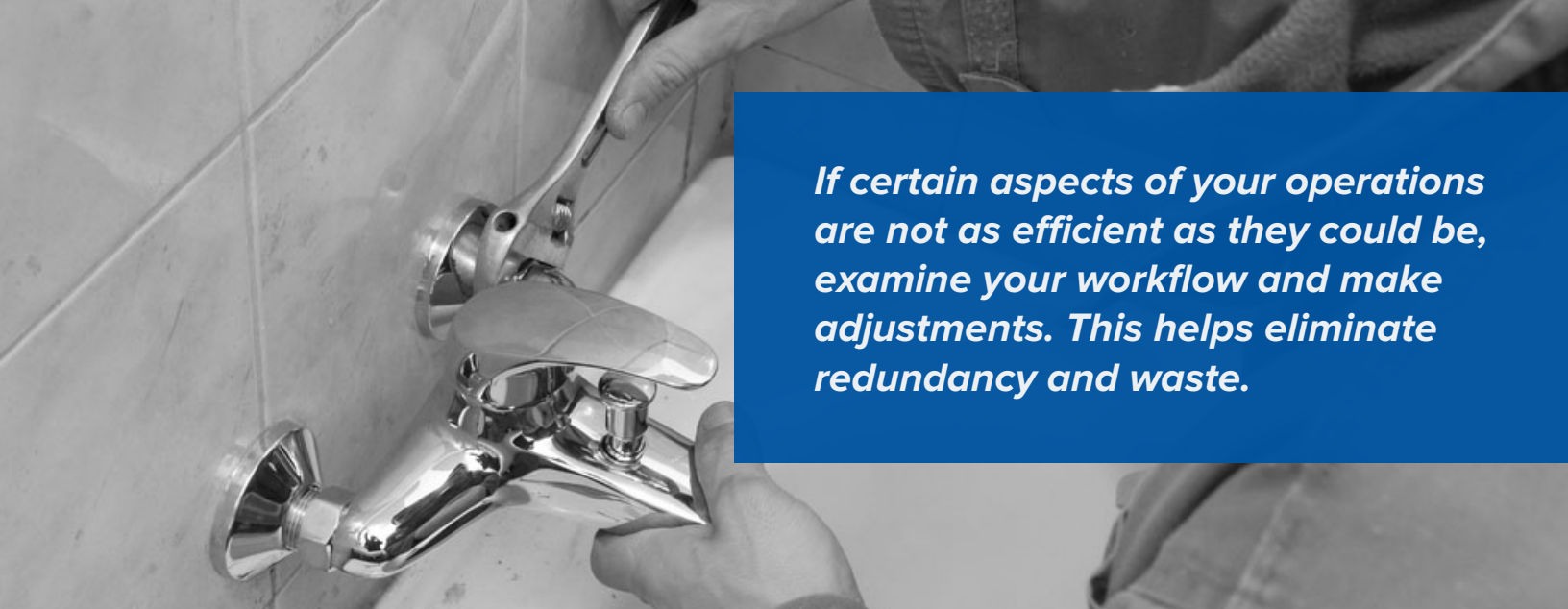
BRANDING

Branding is vital for the longevity of any business. It is the component that will set your company apart from the others, define your business' personality and drive sales. If your company was a person, its branding would be the reason people wanted to hang out with it. Consider this: if no one call you to hang out or you find it difficult to make friends, you take a step back and reevaluate yourself. You make adjustments until you find a personality that fits who you are but is appealing to the majority of society. The same applies to business.

If customers are disenchanted with your company, it will not matter how great your products are. Customers who do not care for your brand will likely not do business with you. As a manager, you are responsible for establishing a clearly-defined set of guiding principles that will guide your business practices.

TECHNOLOGY

It would be nearly impossible to find a modern office that did not rely heavily on technology. The business world uses technology for communication, business operations, production, sales tracking and more. Used correctly, technology can put businesses far above others in the same field. However, with the increased use of technology, there comes



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a need for cybersecurity measures. In 2015, CBS News reported that more than 80 percent of businesses in the US have been successfully hacked at some point. Technology is a powerful tool that all business leaders should employ, but proper security measures should be put in place to protect sensitive data.

EFFECTIVE WORKFLOW

English novelist and poet Thomas Love Peacock once wrote, “The waste of plenty is the resource of scarcity.” When applied to business, Peacock’s words provide a wise warning. Even if your business is doing well, if you begin to waste time or resources, it will catch up with you. In the modern business world, if you are conducting operations without the help of a business process management platform, you are taking an unnecessary risk. Software such as this can be monumental in helping managers track inventory, employees’ schedules, project due dates and client communications.

Additionally, having a set workflow in place allows you greater insights into your business. If certain aspects of your operations are not as efficient as they could be, examine your workflow and make adjustments. This helps eliminate redundancy and waste.

COMMUNICATION

In every relationship, communication is key and business is no different. Company leaders need to be in regular contact with clients, vendors and employees for businesses to run effectively. Communication not only ensures that day-to-day operations are successful, but it preserves the longevity of client relationships for two reasons: goal sharing and transparency.

From the beginning of a new partnership, clear communication allows both the business and the client to share goals and expectations. It ensures that both parties have a mutual understanding of things like projects objectives, the business’ capabilities and expected due dates. Regular communication also lends your business a certain degree of transparency which often makes it appear more trustworthy.

CUSTOMER SERVICE

The Huffington Post reported that 66 percent of customers who switched from one company to another for their goods or services did so because they were dissatisfied with the customer service they received. That is a huge percentage and one that many businesses cannot afford to lose. Business leaders need to invest in the appropriate resources necessary to provide above-average customer service.



A great way to ensure quality customer service is to implement a business process management solution to track customer emails, ensure items are in-stock or assign an adequate number of employees to cover the business.

The statistics make it clear that not every business will succeed, but there are steps leaders can take to beat the odds. The most important is to find a business process management solution, like AppWright JobCenter, that can help businesses in all vital areas.

AppWright itself is a success story, and the company has been helping other businesses find their own paths to success since 2000. The business process management solution

they developed was designed to be the most efficient tool a business owner uses during the workday. Its web portal feature allows leaders to access important data and information from any device that can be connected to the internet. Moreover, the software was built with modern businesses in mind. Once implemented, it can streamline workflow and simplify communication, scheduling, inventory and more.

If you want your business to be part of the few that succeed, contact AppWright today to learn more about how the JobCenter can help you and your organization.



SOURCES

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