

Some people think that the only way to judge someone's success in business is by the amount of money they make. Is money a true indicator of success of a business? In what other ways could success in a business be measured? It has been generally accepted that money is the first target when people considering success of a business. Although, money is the main indicator, it is not sufficient alone per se. To put it in perspective, the success of a business should also be considered in other factors alongside the amount of profit generated ds by it namely, employee satisfaction and sustainability.

To start, any profitable company needs cash to maintain its operation. Money or more precisely, cash flows have been described as blood through the a-heart for a business. Profit is the first first factor of a business that an investor or a business owner cares about for when they are reviewing a business success. Being Money-oriented being never can never be a negative aspect of business owing to its profit-driven nature. However, money should not be the only indicator of success. There are cases that need ed to be considered in evaluating the success. Firstly, employee satisfaction in a company is an important indicator. If a company is suffering from low workforce morale and big staff turnover, it is highly unlikely that the business succeed in a long-term. Moreover, sustainability is also a criterion in labeling/calling succeeding a business successful. In other words, a successful business should have a plan and decision-making should not focus on short-term capital gain. By way of conclusion, I concur that, to evaluate ing a business prosperity, there are several forces at play. Money is the most important part of business success, whereas, the role of employee satisfaction and sustainability in this matter cannot be denied.