

Some people think that the only way to judge someone's success is the amount of money the make. Is this a true indicator of the success of a business , and in what other ways could success in a business be measured ?

These days it is generally admitted that money plays an undeniable role in every aspect of our lives. Therefore, evaluating the success of a business by its profit does not seem like an unreasonable idea. Although it may not be the only scale for judging the efficiency of a particular business, I personally believe that it is the most determining item among all the other indicators.

Viewing a business from the financial perspective , the only thing that can help grow a business further is the money the owner earns from it.

Moreover, having an extensive customer base is another important matter in deciding whether a business is successful. Because happy customers will refer others and this will build quite a reputation among the targeted users of that business and we all know that businesses thrive only because customers believe in them.

Other than that , as the face of a company, the staff have a critical part in prosperity of a business. Ensuring of the positive work environment, the employees satisfaction can be earned. This could eventually make them do their job more passionately which helps the business to flourish.

At the end, self satisfaction seems to be the most valuable issue to help you find out the level of success in any business you are running.