

Some people think that the only way to have success in business is to have a unique product. What factors, do you think, influence the success of a company?

While some argue that only when a company sells a special product, can it bring about a desired result, I am of the opinion that various criteria determine its prosperity the most significant of which are marketing and people's satisfaction.

Firstly, with the highly competitive world of business being replete with giant companies trying to monopolize the market, it is of extremely paramount importance to make people familiar with the products. Adopting efficient methods of advertising like billboards, TV commercials and also celebrity endorsement, the enterprises could introduce their goods, thereby increasing individuals' awareness about their merchandise.

Secondly, the fact that customer satisfaction plays a pivotal role in the success of a company cannot be denied. Only if it carefully monitors the customers' needs and priorities and fulfills their desires, can it be likely to succeed/regarded as a profitable company. For example, providing customers with ~~the~~ online shopping or a fair price can be considered a forward-looking approach, leading to people enjoying a justifiable shopping.

Finally, barely can a company flourish in business unless it takes the workforce entitlements into consideration. Not only should it offer some perks to the staff, but it also had better create as much friendly an environment as possible. Moreover, it would be really ~~appreciative~~ appreciated if the employees were incentivized by distinguishing between them.

In conclusion, regarding the cut-throat world of business, though taxing it may seem at first, the triumph of an enterprise is rooted in the slickly ~~persuasive~~ advertisement and rising both customers and worker's workers' satisfaction.