KEPEMILIKAN BISNIS & PERSIAPAN OBSERVASI

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BASIC FORMS OF BUSINESS OWNERSHIP

Hundreds of thousands of people have started new businesses in the United States. In fact, more than 600,000 are started each year.[1] Chances are, you've thought of owning your own business or know someone who has.

How you form your business can make a tremendous difference in your long-term success. The three major forms of business ownership are (1) sole proprietorships, (2) partnerships, and (3) corporations. Each has advantages and disadvantages that we'll discuss.

It can be easy to get started in your own business. You can begin a lawn mowing service, develop a website, or go about meeting other wants and needs of your community. A business owned, and usually managed, by one person is called a **sole proprietorship**. That is the most common form of business ownership.

Many people do not have the money, time, or desire to run a business on their own. When two or more people legally agree to become co-owners of a business, the organization is called a **partnership**.

Sole proprietorships and partnerships are relatively easy to form, but there are advantages to creating a business that is separate and distinct from the owners. This is a **corporation**, a legal entity with authority to act and have liability apart from its owners. The almost 5 million corporations in the United States make up only 20 percent of all businesses, but they earn 81 percent of total U.S. business receipts (see Figure 5.1).[2]

SOLE PROPRIETORSHIPS

1. *Ease of starting and ending the business.* All you have to do to start a sole proprietorship is buy or lease the needed equipment (a saw, a laptop, a tractor, a lawn mower) and put up some announcements saying you are in business. You may have to get a permit or license from the local government, but often that is no problem. It is just as easy to get out of business; you simply stop. There is no one to consult or disagree with about such decisions.
2. *Being your own boss.* Working for others simply does not have the same excitement as working for yourself—at least, that's the way sole proprietors feel. You may make mistakes, but they are your mistakes—and so are the many small victories each day.
3. *Pride of ownership.* People who own and manage their own businesses are rightfully proud of their work. They deserve all the credit for taking the risks and providing needed goods or services.

4. *Leaving a legacy.* Owners can leave an ongoing business for future generations.
5. *Retention of company profits.* Owners not only keep the profits earned but also benefit from the increasing value as the business grows.
6. *No special taxes.* All the profits of a sole proprietorship are taxed as the personal income of the owner, and the owner pays the normal income tax on that money. However, owners do have to pay the self-employment tax (for Social Security and Medicare). They also have to estimate their taxes and make quarterly payments to the government or suffer penalties for nonpayment.

Disadvantages of Sole Proprietorships

1. *Unlimited liability—the risk of personal losses.* When you work for others, it is their problem if the business is not profitable. When you own your own business, you and the business are considered one. You have **unlimited liability**;

2. *Limited financial resources*. Funds available to the business are limited to what the one owner can gather. Since there are serious limits to how much money one person can raise, partnerships and corporations have a greater probability of obtaining the financial backing needed to start and equip a business and keep it going.
3. *Management difficulties*. All businesses need management; someone must keep inventory, accounting, and tax records. Many people skilled at selling things or providing a service are not so skilled at keeping records. Sole proprietors often find it difficult to attract qualified employees to help run the business because often they cannot compete with the salary and benefits offered by larger companies.

PARTNERSHIPS

A partnership is a legal form of business with two or more owners. There are several types: (1) general partnerships, (2) limited partnerships, and (3) master limited partnerships. In a **general partnership** all owners share in operating the business and in assuming liability for the business's debts. A **limited partnership** has one or more general partners and one or more limited partners. A **general partner** is an owner (partner) who has unlimited liability and is active in managing the firm. Every partnership must have at least one general partner. A **limited partner** is an owner who invests money in the business but does not have any management responsibility or liability for losses beyond his or her investment. **Limited liability** means that the limited partners' liability for the debts of the business is *limited* to the amount they put into the company; their personal assets are not at risk.

CORPORATIONS

Many corporations—like General Electric, Microsoft, and Walmart—are big and contribute substantially to the U.S. economy. However, it's not necessary to be big to incorporate. Incorporating may be beneficial for small businesses as well.

A **conventional (C) corporation** is a state-chartered legal entity with authority to act and have liability separate from its owners—its *stockholders*. Stockholders are not liable for the debts or other problems of the corporation beyond the money they invest in it by buying ownership shares, or stock, in the company. They don't have to worry about losing their house, car, or other property because of some business problem—a significant benefit. A corporation not only limits the liability of owners but often enables many people to share in the ownership (and profits) of a business without working there or having other commitments to it. Corporations may choose whether to offer ownership to outside investors or remain privately held. (We discuss stock ownership in Chapter 19.) Figure 5.4 describes various types of corporations.

CORPORATE EXPANSION: MERGERS AND ACQUISITIONS

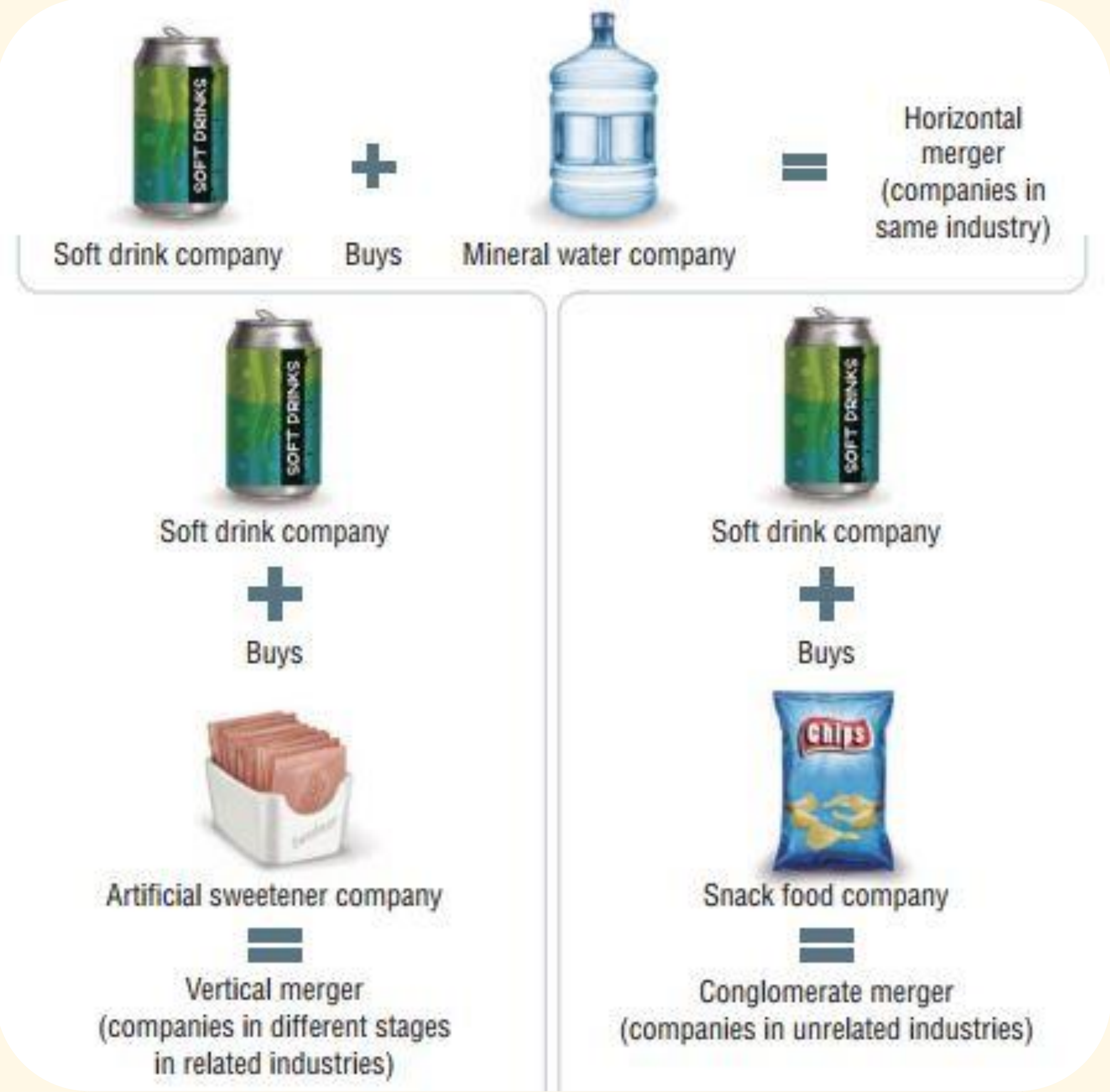
merger
The result of two firms forming one company.

acquisition
One company's purchase of the property and obligations of another company.

vertical merger
The joining of two companies involved in different stages of related businesses.

horizontal merger
The joining of two firms in the same industry.

conglomerate merger
The joining of firms in completely unrelated industries.



OBSERVASI I
MARKET & MARKETING

Business Marketing: Business Marketing refers to the sale of either products or services or both by one organization to other organizations that further resell the same or utilize to support their own system.
Consumer Marketing: on the other hand refers to the transaction of goods and services between organizations and potential customers.

The above definitions of business marketing and consumer marketing highlight the difference between the two commonly used terms in marketing (B2B and B2C).Business marketers do not entertain consumers who purchase products and services for their end-use. They deal only with other businesses/firms to sell their products. In consumer markets, products are sold to consumers either for their own use or use by their family members.

- The willingness of the provider to take their product to market, influenced by:
  - The demand for the product at a particular price point
  - Forecasts for the future price of the product
  - The ownership of the product
  - The taxes that will be incurred
- The physical availability of the product, influenced by:
  - The speed at which the product can be produced
  - The efficiency at which the product is created
  - The availability of resources (physical and human) required to create the product
- The ability to provide the market with the product, influenced by:
  - The legality of the product
  - Trade bans or sanctions
  - The logistics involved in selling the product


Market Segmentation
•Identify bases for segmentation
•Determine important characteristics of each market segment
Market Targeting
•Evaluate potential and commercial attractiveness of each segments
•Select one or more segments
Product Positioning
•Develop detailed product positioning for selected segments
•Develop a marketing mix for each selected segment

To fully understand how consumer behavior affects marketing, it's vital to understand the three factors that affect consumer behavior: psychological, personal, and social.

Psychological Factors

In daily life, consumers are being affected by many issues that are unique to their thought process. Psychological factors can include perception of a need or situation, the person's ability to learn or understand information, and an individual's attitude. Each person will respond to a marketing message based on their perceptions and attitudes. Therefore, marketers must take these psychological factors into account when creating campaigns, ensuring that their campaign will appeal to their target audience.


Place
Price
People
Promotion
Process
The 7Ps
Marketing Mix
Product
Physical
evidence
Maxmanroe
.com

REFLEKSI

1. Informasi penting hari ini
2. Manfaat penting dari informasi penting hari ini
3. Tindak lanjut yang dapat saudara lakukan

Thank You!

Any Questions?