BIZTECH MAGAZINE

WOXSEN UNIVERSITY
SCHOOL OF BUSINESS

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WOXSEN UNIVERSITY
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FAILURE

NOT THE END, BUT THE BEGINNING OF NEW LEARNINGS.

Only when you take a chance on failing do you learn new things. Everyone experiences failure at some point in their lives, but the true test would be if they tried again. Failure is an inevitable part of the process. One has to learn to get right back up. After being dismissed from Apple, Steve Jobs recently stated, "I didn't realize it at the time, but getting fired from Apple turned out to be the finest thing that could have ever happened to me." If he had believed that one failure meant the end of his career, as the top executives do, he would not be who he is today.

When you reach a moment of failure, instead of resenting yourself, you embrace it. It is natural to feel upset when you hit rock bottom, but following that, you should reflect on your mistakes and take the necessary steps. Thomas Edison himself failed nearly 10,000 times in his attempt to create a commercially viable electric lightbulb, but with each failure, he gained knowledge. Similarly, Albert Einstein had difficulty communicating and learning as a child, but he went on to win the Nobel Prize in Physics for discovering the photoelectric effect. Great people like these demonstrate that failure is merely a stepping stone to success.

Learning from your mistakes enhances your self-confidence, aids in personal progress, and eliminates repeating difficulties. It also teaches you how to express yourself, gets you on your toes, allows you to make rapid judgments, and develops your decision-making abilities. It educates you to be accountable for your actions and prepares you to be a good businessman.

-Alekhya Madoori

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How Failing Moves You Forward as a Leader

"The impediment to action advances action. What stands in the way becomes the way." - Marcus Aurelius

Nearly all entrepreneurs have experienced at least one failure. They have made mistakes along the route to success, whether it was getting rejected by an established company, mishandling prototypes, quitting school, getting fired from a job, or filing for bankruptcy. After getting dismissed from his high school basketball team, Michael Jordan went on to become one of the best basketball players ever. Due to a flawed contract, Walt Disney lost the rights to his first popular cartoon, Oswald the Rabbit. Some of the most incredible businesspeople have encountered obstacles along the way, but they persevere and show tenacity to prevail in the end. There is a study conducted by North-western University's Kellogg School of Management analyzed data from scientists who had applied for grants early in their careers. They categorized them based on those who received funding for research (the "success group") and those who didn't (the "failure group"). Then, they tracked how many papers those scientists published over the next decade and how many times their studies were cited in other articles to gauge their success. Those in the failure group were 6.1% more likely to publish a high-impact paper than those in the success group. Let's take the example of Elon musk.

When Elon Musk developed, produced, and marketed his own video game at the age of 12, it appeared that he was destined to become an entrepreneur. After earning a physics degree from college, he founded Zip2 Corporation, which he later sold for $307 million. While this was a hit, his other businesses were total flops. This includes the loss of all his money for SpaceX he was on the brink of financial ruin. Due to many rocket explosions. After this failure if he didn't persevere, SpaceX & Tesla wouldn't exist.

-Harsha Vemula

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SUCCESSFUL ENTREPRENEURS AND FAILURES

FAILURE, NOT "THE END"

It is more difficult to forecast a company' success or failure than a cinema. In the beginning of their careers, entrepreneurs do make mistakes, and their enterprises fail as a result. However, the most crucial thing that successful entrepreneurs do is that they never give up and continue to learn from their past errors as they build a successful enterprise. Numerous well-known entrepreneurs of today overcame their setbacks to create history.

At the age of 15, Soichiro Honda, the company's founder, dropped out of school to pursue his career ambition in the automotive business. Before the Honda motor company was founded, there were a lot of setbacks. Toyota first rejected his car components, but this did not stop him from building an automotive legacy. If Milton Hershey had quit up after failing twice before succeeding in building a delightful empire, we wouldn't have been able to enjoy the delectable Hershey's chocolates. SWIGGY wasn't the first venture that's been launched by the founders, they too faced a set back with their previous venture. They used the logistics concept from their last start-up, which they had learned from and used that to generate the idea for SWIGGY. An exemplary case of how to learn from mistakes. If J.K. Rowling had been halted by personal tragedies and her earliest rejections, there would not be a magical world, a Potterhead, or Harry. Magic was created because of not giving up after failure.

Almost majority of entrepreneurs experience failure at some point in their careers; it's just a fact of life in the business world. Those who accepted defeat and had the fortitude to try again were successful and made a lasting impression on society.

-G.V.Ashwith

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Emerging From Failures

Overcoming setbacks by strategizing and planning.

In the event of overcoming a business failure, the mentality one possesses plays a crucial role. It starts with a willingness to adjust and a flexible, upbeat mindset. Mapping out company's vision, or the desired objectives and results, in order to avoid small business failure and succeed is crucial. Writing and developing a business plan can help

achieve the objectives and turn the idea into a real, profitable company. Nearly all prosperous entrepreneurs have experienced at least one failure in their lifetime. They have made mistakes along the route to success, whether it was getting rejected by an established company, mishandling prototypes, quitting school, getting fired from a job, or filing for bankruptcy.

It's vital to learn from mistakes when they do occur because they actually happen. Some of the most incredible entrepreneurs have encountered obstacles along the way, but they persevere and show tenacity to prevail in the end. As an illustration, Soichiro Honda produced automobile parts for Toyota in 1936 while working at Art Shokai, however they were rejected. Honda refused to allow Toyota's rejection defeat him. Honda offered a solution when gas became limited soon after occurrence of World War II. He developed a tiny 2-stroke engine for bicycle as an attachment that used a negligibly little amount of gas to run. Soon after these events, the Honda Motor Company was established, and

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business expenditures, an income must be present. Creating a cash flow in order forecast future requirements will help in analyzing how much money is coming in and going out from the business. Running a business is difficult and about 50% of businesses fail in the first five years. Developing a warrior attitude will be beneficial on the road to building a successful company.

-Krisharth Deepak Misra

the company's first powered bike was unveiled in 1949. Managing cashflow well is one of the essential tactics for avoiding business collapse. A firm will eventually fail if a reliable and sufficient cash flow is not established. To cover for

End of Internet Startups?

Invisible drivers triggering failure.

Despite the fact that there is internet access everywhere and the number of start-up businesses based on it are growing quickly, relatively few of these ventures are succeeding, and the majority fall short. The reason for failure goes beyond the sort of business; it is not because it is an internet-based start-up. There are several factors contributing to it's success or failure.

The majority of internet-based start-ups believe that creating an effective website and soliciting business cards will be successful, however this is untrue. A recognised disadvantage in every business is failing to fully analyse the needs and desires of the target market; 42% of start-up's fail as a result. Most of the internet-based start-up's think building an efficient website and hanging out an open for business card works but in reality, it won't. Additionally, a common mistake made by these business owners is failing to design a user-friendly website. They frequently forget that customers would only spend time on things that are convenient for them and enhance their user experience. Internet startups ought to concentrate on more than just their website's UI and UX. They must also underline that social media presence offers a significant competitive advantage and aids in raising visibility, both of which are essential for any organisation to succeed.

Only a lack of attention to detail and market competition are increasing the failure rate. The success of start-up businesses with an internet presence might increase if the right procedures and techniques are used. Since they discovered their target market, their needs, and built their businesses according to client likes and continued upgrading themselves regularly, many other online-based start-ups like SWIGGY and ola did flourish. Failure need not be fatal if we can learn from our mistakes and move on.

-G.V. Ashiwith

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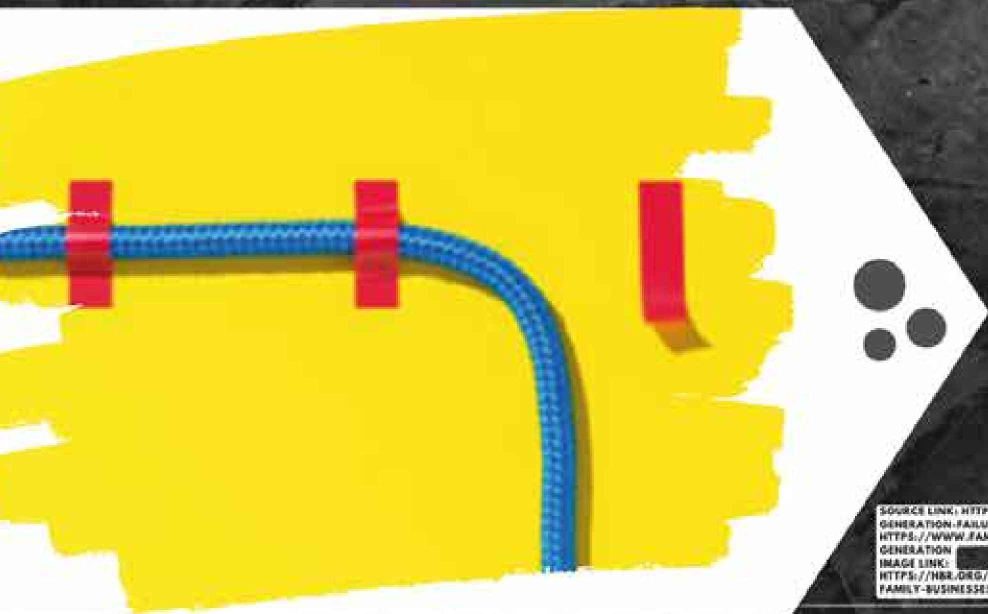
THE THIRD-GENERATION CURSE

RICH FATHER, NOBLE SON, POOR GRANDSON

There is an ubiquitous myth that family-owned firms begin to fail when the third generation assumes leadership. This fallacy has permeated all corporate sectors, industries, and geographical areas. According to research conducted in line with this notion, only 12% of enterprises survive to the third generation, and just 3% of those 12% survive to the fourth.

Second to the third-generation shift is one of the most challenging processes that a family-owned company must go through. The third generation, used to riches and luxury, is not the only factor that makes them prone to bankrupt the company. They also struggle mightily to gather themselves and demonstrate the leadership required for the company to succeed. This argument may be demonstrated by considering poignant instances of third gen ruining enterprises. In 1917, the Canadian grocery shop business Steinberg was founded. Up until the second generation took control in 1934, it operated well with the new supermarket idea. Following the takeover, the company saw rapid growth and achieved enormous success. However, the third generation was not competent to the responsibility of running the company, and the collapse started in 1980, shortly after the third generation assumed control. Gucci too fell victim to similar affliction; in 1991, under the direction of the third generation, the company saw a drop in sales and even reached a point when its net value was negative before being acquired by Invest Corp.



This curse may be broken with the right guidance and knowledge sharing, and there are instances of businesses that are not affected by it, such as Ford, IKEA, and Walmart, which can serve as role models for how to cease the curse and maintain a family-owned firm and run successfully.

-G.V.Ashwith

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Running a Business: Not for the Faint of Heart.

The 5 reasons why most businesses fall?

Entrepreneurship is the beating heart of the modern economy.

Most empires are built on entrepreneurial activities, from trading goods, to manufacturing, to selling products, entrepreneurship is what moves this world forward. However, the truth is, entrepreneurship is not for the weak-hearted. Running a business has plenty of risks, so much in fact that 9 in 10 startups fail within the first year.

One of the major reasons why most businesses fail is because of Financial Hurdles. The primary goal of businesses is to maximize that bottom line, but poor cash flow management and not keeping a check on your accounts can bleed out cash unnecessarily. Webvan.com filed for bankruptcy just 18 months after it opened due to bad financial management, buying out equipment without properly calculating the logistics cost. Marketing Mishaps are probably the most definitive when it comes to business failure. Not being able to market out their products, not being able to price them, or not being able to find out what exactly the consumers want can topple down any business. Blockbuster, at one time, was the leading video rental retailer. They underestimated how much people wanted the old titles as they pushed forward the new ones and could not take into account that the new titles also weren't readily available and people would leave without buying one. Weak leadership has led to some of the biggest organizations collapse. Enron, which possessed a revenue of $100 billion in 2001 filed for bankruptcy in the very same year due to management hiding out their assets using accounting loopholes.

Expectations are another reason why businesses fail. Most entrepreneurs have a false sense of what exactly happens

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in the world of corporations, and act accordingly to these false expectations. Most startups fall prey to this.

The last and perhaps the most important on this list is Innovation. As a company, your product must grow with the growing demands of the customer. Do not be stuck up with what worked cause one day it will stop too. Nokia, one of the biggest smartphone brands, is nowhere to be found now. Nokia was initially famous for its hardware, and when businesses started moving towards advanced software, Nokia still stuck with its hardware due to risks associated with smartphone innovation, and when it was Nokia's time to transition, it was already too late.

-Shivendra Sai Nutalapati

How Culture Compatability Makes or Breaks a Merger

How Amazon-Whole Foods merger is failing and how to fix it.

Most studies indicate that between 70 and 90 percent of Mergers & acquisitions are unsuccessful. There could be a lot of reasons for a merger not yielding expected results, A pretty significant reason why mergers fail is that the cultures of the organizations do not align. The business world is observing this phenomenon with the Whole Foods and Amazon merger. Relationship issues between Whole Foods and Amazon were quite foreseeable, but they did not first consider if their cultures were compatible. They are now located on a fault line where merger tensions frequently flare up. This fault line is what we refer to as tightness vs. looseness. There is a considerable likelihood that their cultures may clash when tight and loose cultures come together. Harvard business review compounded data on such mergers between tight and loose cultures and here are some insight on how to make such mergers work

Negotiating Culture: Get ready to discuss culture. Organizations debating a merger must negotiate culture in addition to pricing and other financial factors. To understand how people, procedures, and management in both firms represent tightness or looseness, leaders should first undertake a cultural evaluation.

Get the support: The integration plan must be made known to everyone in both companies. People need to understand why the changes will be made; merely describing what they will be is insufficient. Open dialogue and widespread acceptance of innovations will lessen the sense of fear that individuals have toward novel business practices.

Embrace trial and error: Finally, businesses must be ready to rethink their initial integration approach. No matter how perfect the strategy appears to be, problems will inevitably occur. Prices on certain goods were reduced by as much as 40% as a result of Amazon's enhanced uniformity and staff inspection at Whole Foods, but it was difficult for the workplace atmosphere as well.

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-Harsha Vemula

Frustrating Failures!

Detecting, analyzing, improving, and moving on.

Dealing with failure is a crucial component since, contrary to popular belief, failure is not necessarily unpleasant. In an organization's life, it might be undesirable, unavoidable, or even advantageous at times. It's critical to keep in mind that learning from organizational mistakes is not simple. Most businesses lack the attitudes and behaviors necessary to successfully identify and evaluate failures, and often undervalue the importance of context-specific learning techniques. In most homes, workplaces, and communities, failure and blame go hand in hand. Avoiding the blame game and implementing a successful failure-learning plan will be made possible by having a deep grasp of the contexts and reasons of failure. When things go wrong, leaders must implement that their teams have a clear grasp of what transpired rather than assessing who did it and play the "blame game". For this, failures of all sizes must be routinely reported, thoroughly examined, and proactive chances for experimentation must be sought after.

Large and expensive failures are simple to identify. But in most organizations, every flaw can be concealed, as long as it won't likely result in immediate, hidden or evident harm. The objective should be to bring it to light as soon as possible, before it becomes a catastrophe. Going beyond the obvious and surface-level causes of a failure is crucial once it has been identified in order to comprehend the core causes. For the proper lessons to be learnt and the appropriate solutions to be applied, it would mean to implement the discipline and zeal to utilize advanced analysis. Strategically creating failures in the appropriate situations at the appropriate times through

deliberate experimenting is a crucial activity for effective learning. Complete backup plans for any kind of failure don't have to be created.

It is extremely crucial to psychologically prepare for failure and difficult times. Following a terrible event, it is simple to make emotional decisions, which are frequently harmful. While moving on is essential, it's also critical to reflect on your failure. Doing the same thing repeatedly and expecting a different result is insane and unacceptable. One of the most difficult aspects of failing is realizing what went wrong and how one may avoid making the same mistakes again and doing so will unavoidably stop an individual from making the same errors again.

-Krisharth Deepak Misra

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What Differentiates a Thriving Business from a Failed One?

Why do so many businesses fail? How can you prevent your business from failing?

According to the U.S. Bureau of Labor Statistics (BLS) data, over 20% of new firms fail during the first two years of operation, 45% fail within the first five years, and 65% fail within the first ten years. The numbers get more bleak for start-ups. But the question remains why do so many businesses fail? Let's investigate the reasons.

According to U.S. Bank studies published on the SCORE/Counselors to America's Small Business website, cash flow problems are a major factor in small businesses failing. This includes insufficient funding to begin with, inadequate cash flow management, a lack of a written company strategy, and a poor knowledge of cash flow.

- 82% - Poor knowledge of financial flow and inadequate abilities for managing it.
- 79% - Starting out with too little money.
- 78% - Lack of a well-developed business plan, including inadequate research before starting the business.
- 77% - Improper pricing or failing to include all necessary items when setting prices.
- 73% - Being overly optimistic about achievable sales, the amount of money needed, and what must be done to be successful.
- 70% - Ignoring or not recognizing what they don't do well and not seeking help from those who do.

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These basic failings can be avoided by taking a few simple steps like:

- A clear description of the business
- Current and future employee and management needs
- Opportunities and threats within the broader market
- Capital needs, including projected cash flow and various budgets
- Marketing initiatives
- Competitor analysis.

-Harsha Vemula

Startup. A Synonym for Failure for Many?

Ideas are easy, implementation is not

Why do Startups fail?
Startups are by default riskier than established businesses. According to CB Insights, about 70% of businesses fail within 20 months after collecting capital. Given the high failure rate of startups, it is essential for an entrepreneur to be aware of the most frequent causes of failure. It is simple to describe, but you won't be able to see it until it's too late.

- Money :

Each and every firm, especially a startup, depends on money to survive. It is a crucial resource required to keep the company operating and to support its expansion.
If a startup doesn't have enough cash, problems will arise quickly.
And one of the most frequent causes of companies failing is a financial problem.

- Competition:

20% of the startups in the CB Insight survey related their failure to compete.
The source of competition might differ.
It might be a startup that can execute better, a new player that joins the market with a better product or service, an existing player who enters the industry, or even another company.

- Business Model:

If a startup doesn't have a strong business plan, it will eventually fail.
The company has a variety of available business models from which to pick. However, the model must be appropriate for the business, item, and target market. In order to expand as the company's consumer base grows, it must also be adaptable.

- Legal Issues :

Legal issues are very important in the company. Startups must make sure they are abiding by any industry-specific laws and rules, as well as any tariffs, zoning restrictions, and environmental protections that may be related to them.

Finally, to conclude these are the important metrics of many for which startups fail. Pricing, Conflict of interest, and Mismatched acquisitions also greatly reflect on a startup being failed.

- Surya Vamshi

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Establishing is Not as Easy as Initiating.

Fail but, Fail to build strong.

5 major reasons why entrepreneurs fail by year
The majority of the businesses that were on the list in 1955 are now mostly forgotten and unrecognised. Companies must be more active than ever in staying innovative and securing their prospects as their average lifespans continue to decline.

- No proper analysis of the market:
To operate a successful business, entrepreneurs need to be able to respond to these and several more questions regarding their market. That will be destined to fail if users don't thoroughly comprehend who your consumers are, what they want, and where else they may get it.

- Lack of vision
A successful leader not only has a vision but also communicates that vision to others in a way that inspires people to join them on the trip. Because they lack clear success criteria along the road, businesses without well-thought-out, long-term and short-term goals will fail.

- Poor Planning
The adage "If you don't plan, you plan to fail" is one that we have all heard. Poor planning results in execution that falls short of expectations. It's not necessary to make a strong business strategy too elaborate. Knowing and creating a plan around your business, your product, and your competitors is all that is necessary.

- Lack of soft skills
For many entrepreneurs, soft skills are the final piece in the success equation. Entrepreneurs require soft skills, which are occasionally elusive and non-technical abilities, to lead successfully. They consist of personality, communication, empathy, drive, motivation, cooperation, networking, leadership, decision-making, and conflict resolution.

- Failing to Acknowledge Criticism
Entrepreneurs feel insulted at criticism because they are very sentimental about their company. Without failure and mistakes, success is impossible. Entrepreneurs must take criticism to heart and learn from it.

Finally, to conclude these are the important metrics of many for which startups fail. Pricing, Conflict of interest, and Mismatched acquisitions also greatly reflect on a startup being failed.

-Surya Vamshi

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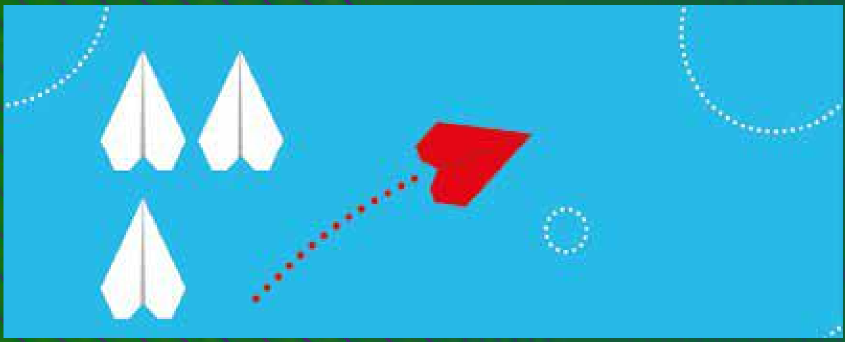
Change is Important but Not Easy

By changing nothing, you are left with nothing.



Businesses that failed while adapting to change.
Businesses grow when they have to adapt or adjust. Innovation takes the market and directs it toward the next Google or iPhone. But some people are unaware that success requires embracing change.

Blackberry
Blackberry was growing till they had to see the other side of it. The silver bullet, which is the same thing, is not implementing a touchscreen keyboard. BlackBerry was more interested in safeguarding the smartphone it already had, which had received excellent recognition from 1998 until the beginning of 2000. But they were unable to change to meet the demands of customers. BlackBerry's CEO John Chen declared in 2017 that the firm would no longer be producing smartphones and would instead be concentrating its efforts in other areas.

Nokia
Nokia was the world leader in mobile phones in the late 1990s and early 2000s. The company's demise resulted from an overestimation of the power of its brand and a decision to avoid "alienating" its clients by making too many changes. Meanwhile, its rivals realised that data-based communication will eventually replace voice calls as the primary method of contact.

Yahoo
One of the major participants in the internet advertising business in 2005, Yahoo chose to shift its focus away from search and toward building a massive media company. They ignored consumer trends and the need to enhance the user experience since they chose to concentrate more on media. Yahoo succeeded in attracting a sizable audience but was unable to make a sufficient profit to expand.

Kodak
Kodak filed into bankruptcy in 2012 after controlling the photographic film industry for most of the 20th century. Many people, including former Vice President Don Strickland, blame it on their inability to seize the digital wave.
These are the few major recognisable companies that failed to adapt to the change.

- Surya Vamshi

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