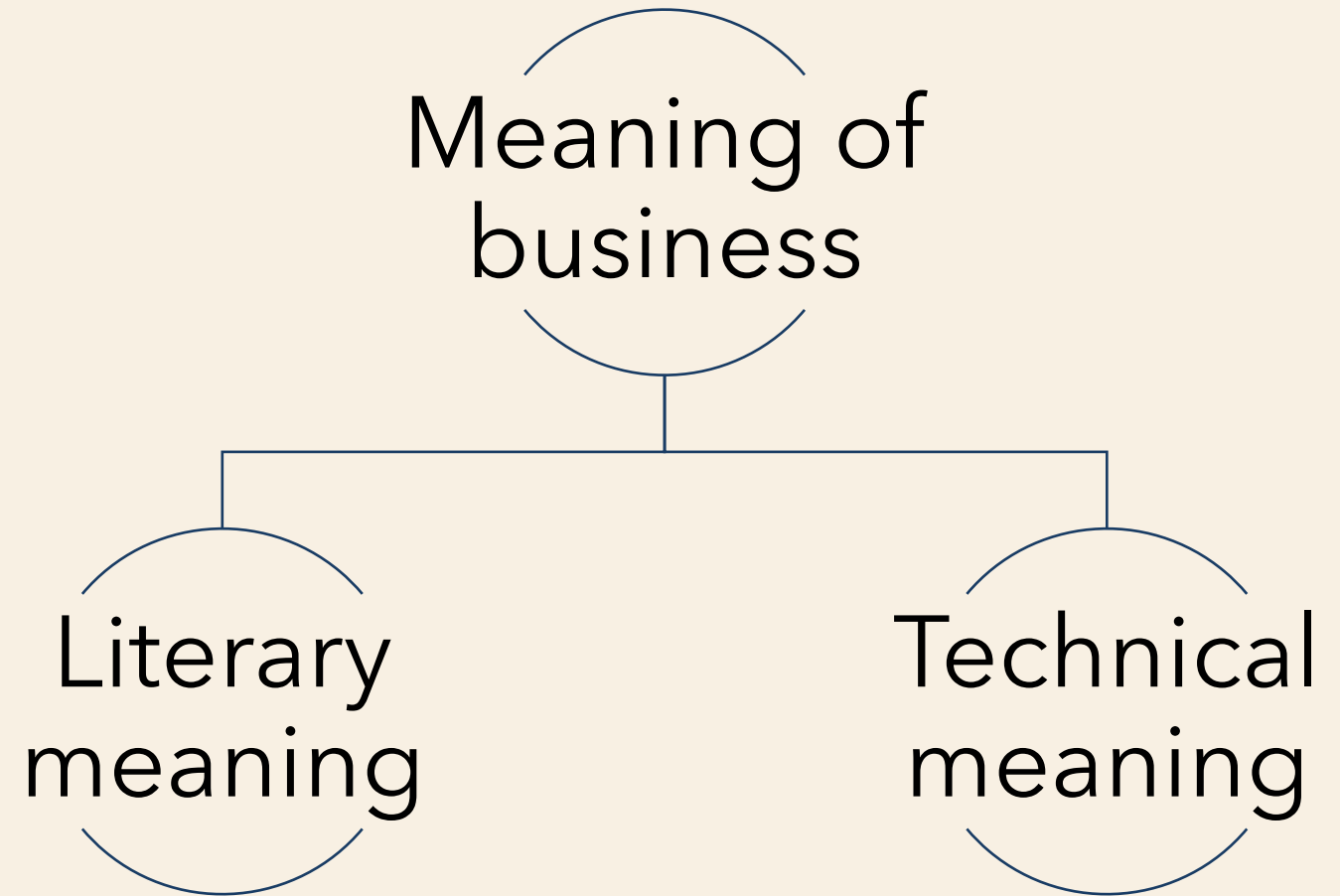




# INTRODUCTION TO BUSINESS

# WHAT IS BUSINESS?





# MEANING OF BUSINESS

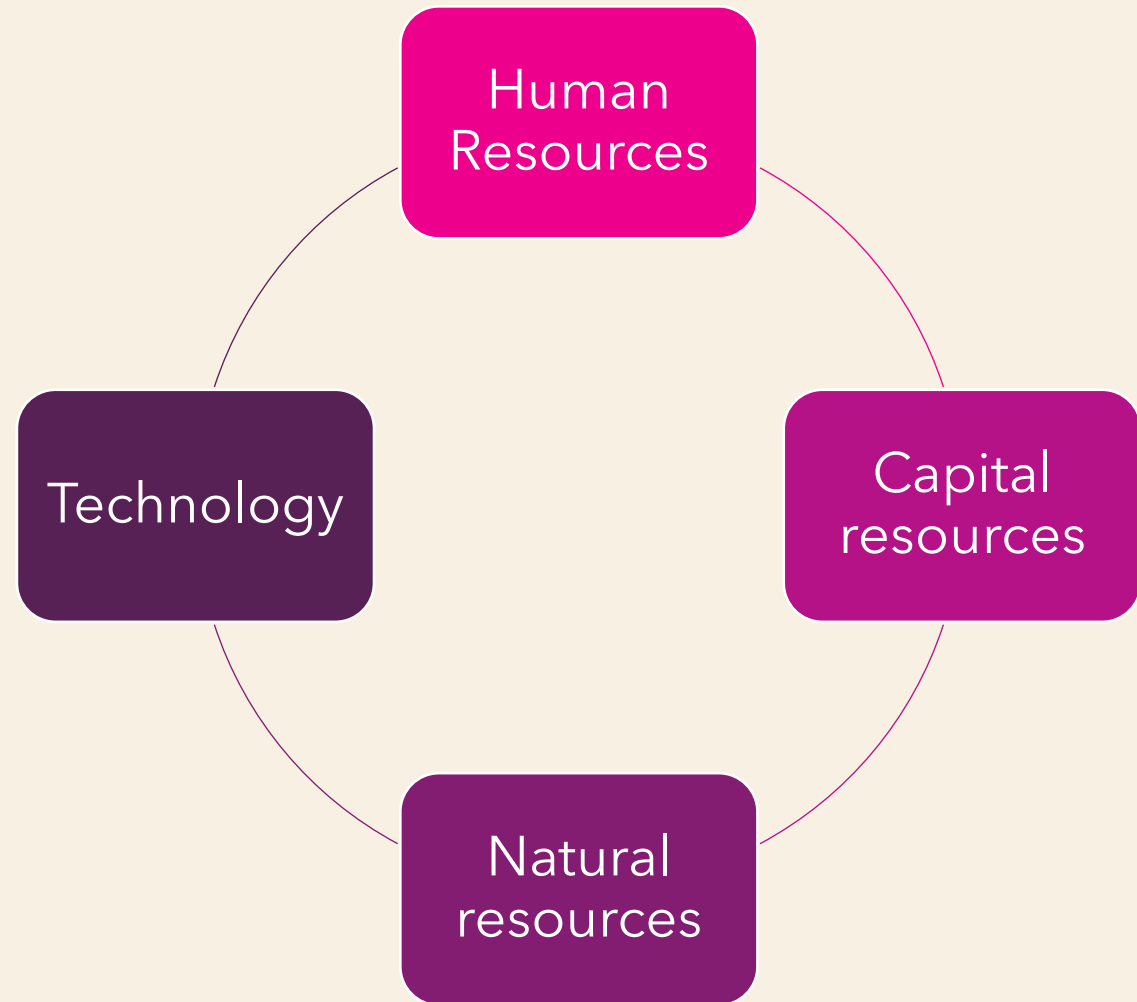
## Literary meaning

- In literary sense, the term business means being busy.
- The Condition of business.

## Technical meaning

- Technically it means all commercial and industrial activities that provide goods and service to the people for the sake of profit.

# BUSINESS IS THE COMBINATION OF FOLLOWING THINGS.



# ACTIVITIES NOT INCLUDING IN THE BUSINESS



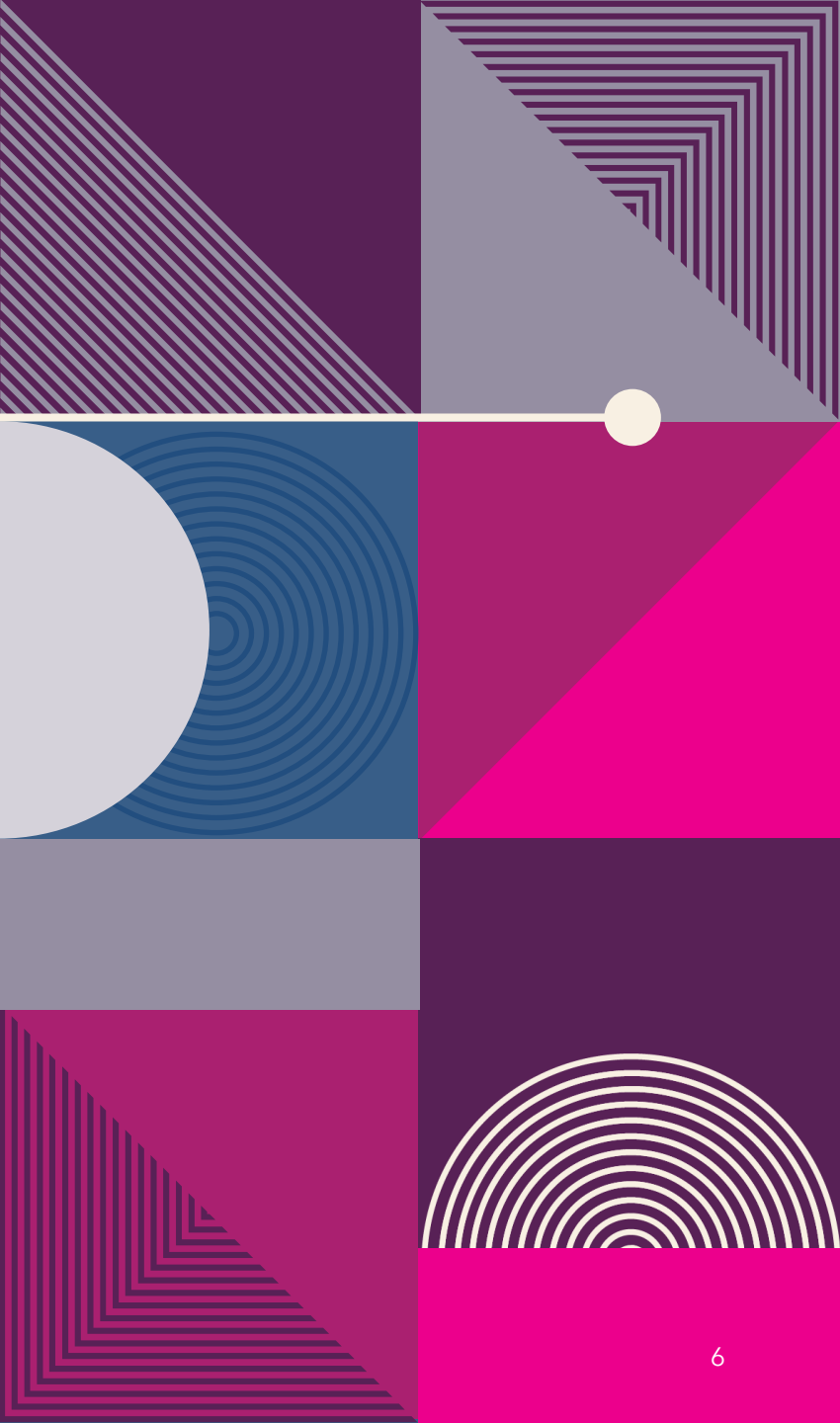
Social service

Personal consumption

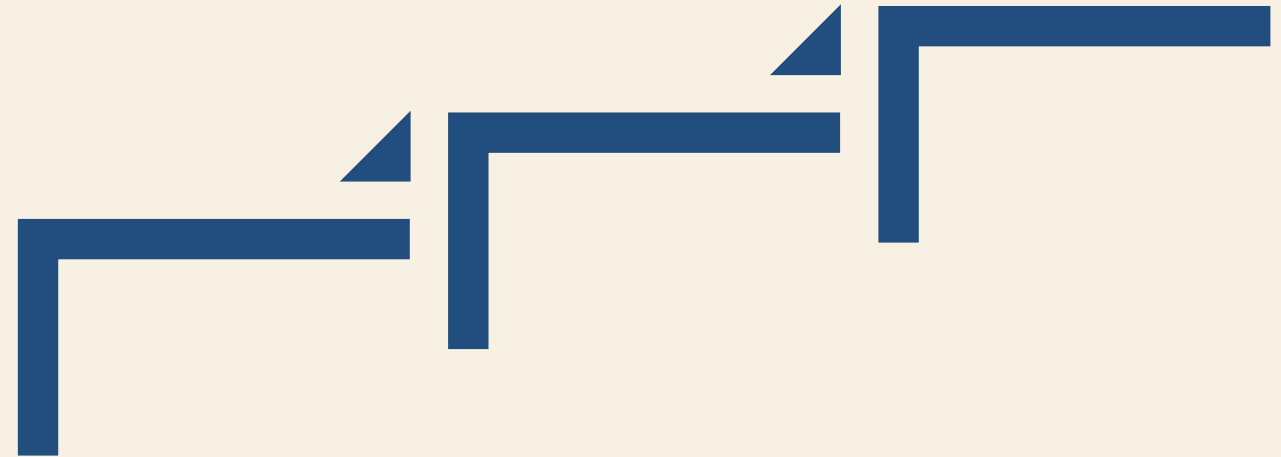
Religious activities

Illegal activities

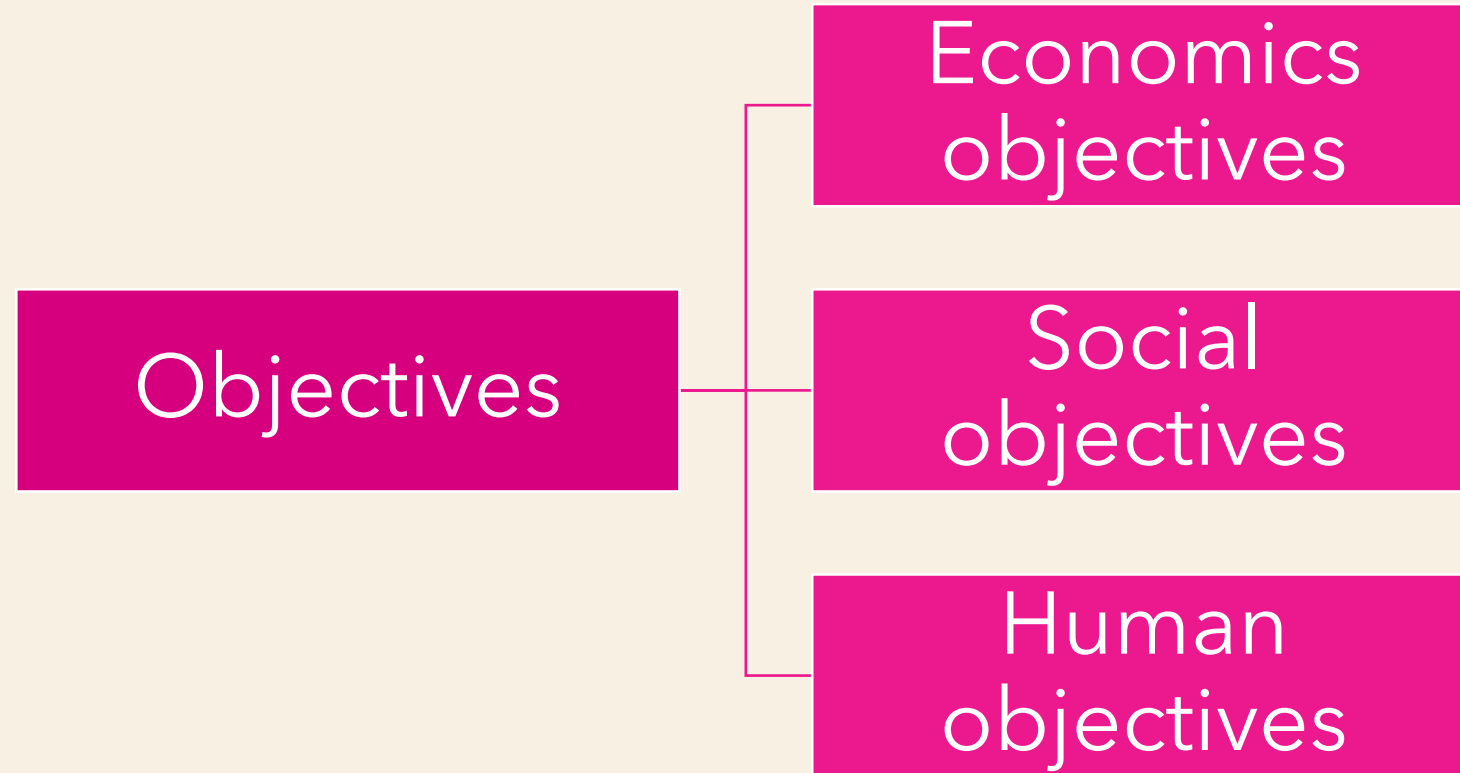
# CHARACTERISTICS OF BUSINESS



# CHARACTERISTICS OF BUSINESS



# OBJECTIVES OF BUSINESS





# ECONOMICS OBJECTIVES

- Earning the profit

The main purpose of business is to earn profit.

- Creation of market

Every businessman creates his own consumer for his products, the more consumer created the wider will be the market.

- Innovation

if a business wants to stay in the market



# SPEAKING IMPACT

- Your ability to communicate effectively will leave a lasting impact on your audience
- Effectively communicating involves not only delivering a message but also resonating with the experiences, values, and emotions of those listening

# DYNAMIC DELIVERY

- Learn to infuse energy into your delivery to leave a lasting impression
- One of the goals of effective communication is to motivate your audience

<b>Metric</b>	<b>Measurement</b>	<b>Target</b>	<b>Actual</b>
Audience attendance	# of attendees	150	120
Engagement duration	Minutes	60	75
Q&A interaction	# of questions	10	15
Positive feedback	Percentage (%)	90	95



# FINAL TIPS & TAKEAWAYS

## Consistent rehearsal

- Practice makes perfect, so strengthen your familiarity with the presentation

## Refine delivery style

- Pacing, tone, and emphasis

## Timing and transitions

- Aim for seamless, professional delivery

## Practice audience

- Enlist colleagues to listen & provide feedback

1. Seek feedback
2. Reflect on performance
3. Explore new techniques
4. Set personal goals
5. Iterate and adapt

# SPEAKING ENGAGEMENT METRICS

<b>Impact factor</b>	<b>Measurement</b>	<b>Target</b>	<b>Achieved</b>
Audience interaction	Percentage (%)	85	88
Knowledge retention	Percentage (%)	75	80
Post-presentation surveys	Average rating	4.2	4.5
Referral rate	Percentage (%)	10	12



**THANK YOU**

Onnapat Muenpaopong