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Business Creative Project Essay

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Entrepreneurship is the activity of setting up a business while taking on financial risks in the hope of profit. Louis Burgers, located in Tianmu and near TAS, is a single store burger shop owned by the young entrepreneur, Louis. The shop operates from 11:30am-2pm and 3:30-7:30pm, often run by 2 workers each shift, one taking orders and the other making burgers. Their target customers are students & neighbors that live in the area. To get to know the business better, an interview with Louis was conducted. In the interview, 15 questions were asked about Louis himself and his business. He expressed that his passion for burgers motivated him to start a business, this then resulted in him naming his burger shop after himself. Louis disliked sitting in an office and wanted to pursue something more interesting. Initially, he studied majored in graphic design at college until he realized he wanted to start a burger business. Louis started the business in 2018 when he started searching for passionate, responsible, and positive employees. His goal was to become the biggest burger business in Taiwan and to spread positive influence in the community. Louis faced countless challenges, including his weakness, math. He encourages young entrepreneurs to overcome challenges by not being afraid to fail and learning from it. Louis wanted to do something special, build a legacy. He enjoys the process and the grind, from 0 to 1. Louis also indicated the unique factor of his business. The staff grinds burgers using self-made ingredients, from meat to seasonings. Due to the limited amount of space for storage, Louis grinds fresh burgers once a day, allowing the products to remain fresh. Louis concluded the interview by emphasizing that the success of an entrepreneur depends on their determination and passion they have for their business.

Louis Burgers demonstrates the many aspects of business management and entrepreneurship. As a sole proprietor, Louis owns the business along with trademarks, service marks, trade names and service symbols. Sole proprietorship differs from franchises as they often don't receive expert insight whereas franchises receive advice from the franchiser on the running of their business. Moreover, there is only one type of sole proprietorship, though there are two types of franchises such as the licensing of a brand and the licensing of the business model. Sole proprietorship businesses have to pay the fees in order to develop products, branding and services but franchises do not have to pay the above fees. The death of the sole proprietor will usually bring an end to the business, on the contrary, the death of the owner of a franchise will not bring an end to their business. While sole proprietorship may differ from franchises, it has its own advantages and disadvantages. Advantages include complete control over the business, benefit of confidentiality of business, minimal reporting requirement and tax advantages. Disadvantages include existence of unlimited liability, lack of financial controls and difficulty in obtaining funds. When there is no distinction between the owner and the business (law-wise), the owner receives complete control over the business. The owner has the right and freedom to drive the business in the direction they wish to go, unlike the requirement of approval from a partner (Partnerships) or the Board of Directors (Corporations). Additionally, a sole

proprietor does not need to file annual reports to governmental agencies. This allows the owner to have business confidentiality, meaning that the owner keeps their monthly sales figure, growth rate, etc from their competitors. There are little to none documents that the business has to share with authorities, permitting the owner to invest more time into business related activities. Sole proprietors also hold the advantage of tax. Unlike corporations, they are not charged with double taxation. In corporations, profits are first taxed by a flat corporate tax rate then dividends. On the other hand, there is no separate tax for sole proprietorship and the owner can take all the profits. One of the greatest disadvantages of sole proprietorship is the unlimited liability of the owner. This is when courts seize the owner's personal assets when a legal action is taken against the firm. Examples of it would be overdue tax payments or an in-debt proprietor. There is also a lack of financial controls. The looser structure of sole proprietorship may often result in owners slacking and not preparing financial statements of the business, further causing more complex issues in the future. Not only does the structure get messy, there is also difficulty in obtaining funds. Bank loans are often used by sole proprietors as a source of funds. However, it is extremely difficult to acquire loans as banks often have limits to how many loans they can issue. The expansion of the business would also be in question due to the lack of funds available. While Louis Burgers is an independent company rather than a franchise, such as McDonalds, Louis continuously faces challenges and attempts to overcome them. Louis wishes to expand his burger shop into multiple locations around Taiwan and further expand internationally.

As a sole proprietor, Louis faces obstacles including abiding by laws and government regulations, acting in an ethically and socially responsible manner as well as adapting to economic, technological, political and social changes. Louis also has concerns of how their products affect the environment and the quality of life in the community they operate in. He also displays concepts of management, marketing and finance. Management includes the payment of workers, the efficiency of production, and the positions employees hold. Marketing incorporates research, advertising (personal selling), and publicity. Finance utilizes Louis's financial resources and reliance on bank loans for funding. All three aspects play significant roles in the success of an entrepreneur. Louis reveals the difficulty of standing out from other burger chains in a free competition market. He uses a well structured business model and a factor to differentiate his business from other large burger franchises, allowing him to succeed. An articulated business model also provides funding and avoids potential problems that might result in huge consequences for the company. A business concept may involve a new product or further marketing an existing product to attract more customers. Real Estate and licensing/insurance affects the stability and economic growth of a business. It also determines how much space a business needs and how much staff it requires while licensing & insurance helps protect buildings and surrounding property. It also provides coverage for fire and accidental damage. Equipment allows the owner to see what is needed and determine the kitchen flow. The demand and supply in the economic system affects the business of Louis Burgers as well. As the demand increases and decreases, businesses like Louis Burgers have to adjust their amount of supply to produce their goods. More importantly, the underlying objective, often in successful businesses, is customer satisfaction as it results in most profits. If customers are satisfied with the service, they will return and result in more profit for the company. In this case, Louis Burgers gains profit by delivering consistent food quality and great service that makes people come back every time.