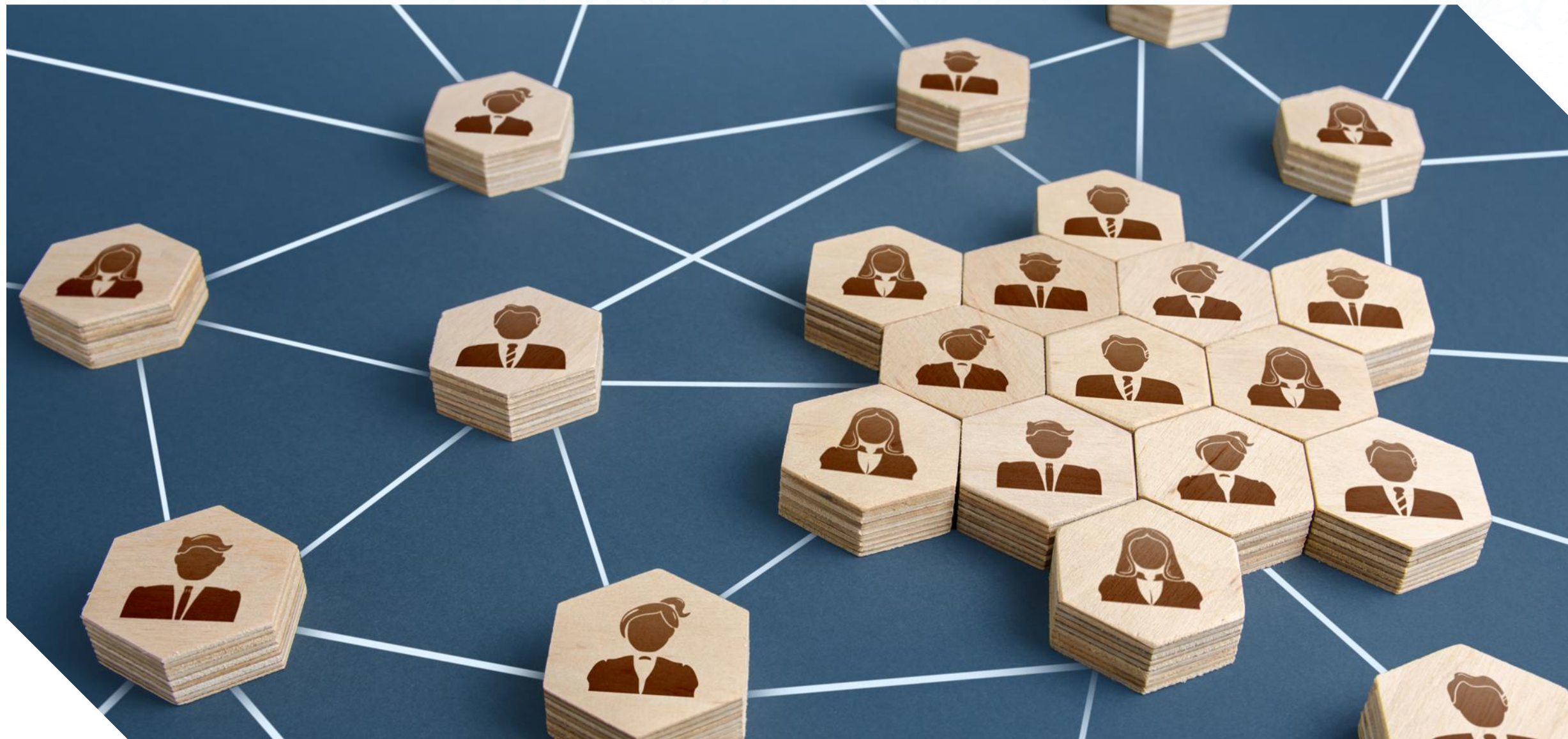




Size Of The Business



What are we going to learn today?

- What is business size
- Why does it matter?
- Different sizes of businesses
- Measurements of business size
- Importance of small businesses
- Business growth
- Types of business growth
- Business size in real markets
- Ethical and sustainable growth

Importance of Business size

اسلام وپيار ڪروا ما گھني رغبه بتاوے چھہ گرچہ ڪرير ناھنو بھي ڪيم نہ ھوئي ، مولانا الامام
علي زين العابدين ؑ فرماوے چھہ:

"ان الله عزوجل جعل الرزق عشرة اجزاء - تسعة منها في التجارة وجزء في سائر الاشياء."

خدا تعالیٰ یر رزق نے دس 10 اجزاء ما ڪیدو چھہ - 9 اجزاء وپيار ما چھہ انے ايك 1 جزء بيجا
چيزو ما چھہ ، گرچہ وپيار ناھنو ھوئي اھا ڪئينڪ فوائد حاصل ٿئي چھہ.

What is the size of a business?

The size of a business refers to how large or small a firm is

It depends on:

1

**Number of
employees**

2

**Revenue
earned**

3

**Capital
invested**

4

**Market reach
and influence**

Business size differs across industries. One measurement alone is not enough

Different sizes of business

**Micro and small
businesses**

**Medium-sized
businesses**

**Large
businesses**

**Multinational and
Global enterprises**

Measurements of business size

Business size cannot be measured in one way

Common measurements include:

1

Number of employees

2

Revenue (sales turnover)

3

Capital employees

4

Value of output



Number of employees

It is easy to verify



Used by
governments to
classify firms



Shows how labour-
intensive a
business is





Revenue (sales turnover)

1

It shows the level of business activity

2

Helps compare firms in the same industry

3

Indicates customer base and demand

4

High revenue allows reinvestment and growth

Capital employed

Capital employed means total investment in the business. It includes:

- Machinery and equipment
- Buildings and technology
- Working capital
- It shows financial strength and long-term commitment especially important in manufacturing industries

Significance of small businesses

**They operate in
local markets and
communities**

**They support
innovation and
creativity**

**They form the
backbone of
the economy**

**They strengthen
Economic resilience**

**Small size does
Not mean small
impact**

Innovation and Flexibility

- Small businesses innovate faster
- Simple structures mean quick decisions
- Close customer contact improves ideas
- Lower risk in experimenting
- Flexible production and services
- They adapt quickly to market changes



Understanding business growth

تاریخ ما ذکر چھے کہ قریش نوقیلة سگلا تجارة ما مشهور هتا مگر یہ سگلا نو تجارة مکه سی خارج نہ تھیو ، حتی کہ مولانا ہاشم بن عبد مناف ؓ تشریف لایا انے شام طرف اپ پدھارا انے قیصر سی امان نامہ طلب کیدو کہ جر ایلاف سی مشهور چھے ، یہ لئی نے مولانا ہاشم ؓ شام سی مکه طرف پدھارا انے طریق ما جتنا بھی مواضع ایا سگلا نے واقف کیدا کہ سگلا بضائع انے نفائس چیزو نو تجارة کرے ، امثل اپ یہ وہ زمان ما تجارة نے expand کیدو ، انے یہ سال ما اپ تجارة عظیمة لئی نے مکه سی شام طرف پدھارا.



Types of business growth

Internal growth

Growth using the business's own resources. It is a slow but safer growth.

External growth

Growth by joining with other businesses like a merger. This is a faster growth but it comes with higher risks

Business size and ethics

**Rapid expansion can
cause loss of quality**

**Rapid expansion can
cause financial stress**

**Don't ethically
compromise**

**Growth should not
Be reckless**

**Sustainable growth
Balances profit with
responsibility**



شكرا لحسن استماعكم