



Virginia Cooperative Extension

Virginia Tech • Virginia State University

Graduate Extension Scholars Program

Understanding and Developing an Agribusiness Handout 2.1

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Reasons Businesses Succeed or Fail

Reasons for Success

Reason 1. Business strategy

Reason 2. Business practices

Reason 3. Financial roadmap

Reason 4. Marketing

Reason 5. Sales

Reason 6. Training

Reason 7. Customer service

Reason 8. Technology

Reason 9. Discipline

Others reasons:

Reasons for Failure

Reason 1. Poor location

Reason 2. Poor marketing and pricing strategy

Reason 3. Inadequate cash flow

Reason 4. Poor business planning and unclear objectives

Reason 5. Lack of financing

Reason 6. Poor management and employee morale

Reason 7. Underestimating competitors

Reason 8. Lack of understanding of consumer demands

Reason 9. Failure to adopt new technology

Other reasons:

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