

## THE GOOD BUSINESSMAN

A good businessman is not someone who found a good business to run, but someone who is able to produce something good from the things in his hands.

More and more I am asked today, "What is a good business to go into?" I believe what they are really asking is, "Is there a business that is easy, one that can guarantee a profit." This is why, I believe, franchising is flourishing, because people feel that if they can just find a good franchise to buy their profit is assured. But this is not completely true, because even if you find one, you still have to make it work efficiently before the profit comes. However, a franchise will not give you big profit because you only get a small portion of the gross income of the business. But if you are the franchiser, then that is another story. Kasi the franchiser is that "someone" who produced something good from the things in his hand.

When people ask me today, "What is a good business to go into?", my answer is, "What do you have already?" I believe what you have is a clue to what God wants you to do. Also, I realized that it is cheaper to start with what you have than what you want. But you may say, "But I do not know what to do with what I have?" Diba when you get into a franchise or invest in a new business, hindi mo rin naman alam kung ano ang gagawin? Whether you start with what you have or what you want, you still have to study the business and develop new skills.

Did Henry Sy or Jack Ma find a good business to run? No! They created something good from what was in their hands. Please do not get me wrong, getting a franchise or investing in another person's business is not wrong. Kaya nga lang the returns are not just as big compared to when you grow a business of your own. The other disadvantage of investing in someone else's business is, since that person is in charge, you won't be able to learn the intricacies of that business.

Because of these, I believe you should not ask, "What is a good business to go into?" Instead, ask, "What should do with the things in my hands?" This is a more practical question to ask because it will prevent you from wasting the things God has entrusted to you. If you are able to produce something good from what you have, you will become a good businessman and will gain higher profit.