

## How will Thai's business survival in the 'Magic World'?; fluctuation of environmental factors both political change and economics crises that are unpredictable

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### ABSTRACT

Since the business world has changed from both trade to globalization, it is more than 20 years with trading system in different styles but based on standardization, terms and conditions, regulations that are determined by the international organization of trade. Since year 1997 that is the first transformation of trading, and seems like people who do not in the business are still confused and do not know what is it at that time. The information was published about good advantages and benefits from trade globalization. Furthermore, people are awareness only of capitalization unless ignore who and what else that people, community, small and medium business will lose from the newest trade practical.

Globalization and Trade Liberalization have given us both benefits and loss at the same time, depending on who is/are strength will survive and if who weak will loss. The question is, who is the controller or determined this rule? Someone else who can take benefit from set an international trade organization, business sector, enterprise or investor.

The significant of this research is to study, how will Thai's business survival in the 'Magic World'?; fluctuation of environmental factors both political change and economic crises that are unpredictable. It should be Magic that human can control or just follow and try to survive.

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**Keywords:** Magic world, Political Business, Business survival, Political change, Economics crises, Unpredictable.

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### บทคัดย่อ

นับตั้งแต่ โลกธุรกิจมีการเปลี่ยนแปลงจากการค้าแบบพึ่งพามาเป็นการค้าแบบไร้พรมแดนนั้น ซึ่งเป็นเวลามากกว่า 20 ปี ที่ทำการค้าด้วยระบบที่แตกต่างกันแต่อยู่บนมาตรฐาน เงื่อนไข และข้อกำหนดเดียวกัน การควบคุมซึ่งถูกกำหนดโดยองค์การการค้าระหว่างประเทศ โดยในปี ค.ศ.1997 เป็นปีแรก ที่เริ่มมีการเปลี่ยนผ่านการค้า และในขณะนั้น ดูเหมือนว่า จะสร้างความสับสนให้กับผู้ที่ไม่ได้ประกอบธุรกิจ และไม่เข้าใจถึง ข้อมูลที่เผยแพร่เกี่ยวกับความได้เปรียบและประโยชน์จากการค้าไร้พรมแดน มากไปกว่านั้นคือ การที่เข้าใจว่า ระบบการค้าแบบไร้พรมแดน จะให้ความสำคัญเพียงแค่ระบบทุน จนไม่สนใจใครหรือสิ่งใดๆ ที่ทำให้ประชาชน ชุมชน ธุรกิจขนาดกลางและเล็ก ต้องสูญเสียจากการปฏิบัติทางการค้าล่าสุดนี้

การค้าแบบไร้พรมแดนและเสรีทางการค้าได้ให้ทั้งประโยชน์และสูญเสียในเวลาเดียวกัน ขึ้นอยู่กับว่าใครที่มีจุดแข็งหรือได้เปรียบ จะสามารถอยู่รอดและถ้าใครอ่อนแอก็พ่ายแพ้ไป คำถามคือ, ใครเป็นผู้ควบคุมหรือกำหนด ข้อปฏิบัตินี้? โดยที่บางกลุ่มสามารถหาผลประโยชน์จากการรวมกลุ่มขององค์การการค้าระหว่างประเทศ ภาคธุรกิจ ผู้ประกอบการ หรือผู้ลงทุน

สาระสำคัญของการวิจัยครั้งนี้คือ ต้องการศึกษา ว่า ทำอย่างไรที่ธุรกิจไทยสามารถอยู่รอดได้ใน “โลกแห่งเวทมนตร์”; ความผันผวนของปัจจัยสภาพแวดล้อม ทั้งการเปลี่ยนแปลงทางการเมืองและวิกฤตการณ์ทางเศรษฐกิจ ซึ่งไม่สามารถคาดการณ์ได้ สิ่งที่สามารถช่วยให้ธุรกิจอยู่รอดได้ควรจะเป็น เวทมนตร์หรือแค่การหมุนตามและพยายามที่จะอยู่รอด.

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**คำสำคัญ:** โลกแห่งเวทมนตร์, ธุรกิจการเมืองการ, อยู่รอดของธุรกิจ, การเปลี่ยนแปลงทางการเมือง วิกฤตการณ์ทางเศรษฐกิจ, ไม่สามารถคาดการณ์

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### Introduction

If you and your business are moving into the future with an extreme inspiration and business efficiency, know your destination first; such as you know what to do and what you not to do. Put the right man to the right job, by the way depend on each situation. The question is, who is the leader or determined this role? Like someone else who can take benefit from set an international trade organization, business sector, enterprise or investor.

The significan of this research is to study how will Thai's business survival in the 'Magic World'?. Fluctuation of environmental factors both political change and economic crises that unpredictable. It should be Magic that human can control or just follow and try to survive?

When the globalization has influence with human life, environmental factors are a part of business, technology advance is increasing, and business transforming is

occurred. No matter what you do or where your market positioning is, those factors are influence with your enterprise. It depends on your decision making that can increase or decrease your business capacity, capability to make a profit or loss, how to reach business goal, how to survive in business world.

No one knows what else will happen on tomorrow, even you done today... even if you prepared... even if you know what is/are cause(s) of problem. At least entrepreneurs should know the origin and destination of your goal. It does not matter how long for your journey but you must keep in your mind that here is the "Real world" ... not in "Dream world"...or " Magic world". On the other hand, in this real world, environment factors are uncontrollable but touchable, that's why many entrepreneur try to control those environment factors like a "magician". Moreover, when entrepreneurs has two roles in business world with different kind of mind. One is from critical thinking but one is from emotional site, one is conscious but one is unconscious, however, they are think about successful in their business world. Nonetheless, there is some effect from "Magic world" because some entrepreneurs need to control environmental factors like a magician such as trade policy, fiscal and monetary policy,

trade mechanism, trade restriction, including other threats and opportunities that are involve with commercial sector. Whenever mechanism or processing is controlled by stakeholders that means they are broken the system and it is cause of problem in the long term. We can call this "fluctuation".

Nowadays, both Thai and international business are in "Magic world" more than "Real world". Eentrepreneurship play role like a magician. Rapid economic growth and down, technology advance can decrease cost, some trade policy is specific for some group, benefit from unfair, etc. It is not difficult to enter in business world but it not easy to survive. Thus, how will Thai's business survival in the " Magic world"? where fluctuation of environment factors both political change and economic crises are unpredictable.

### Objectives

- To study how will Thai's business survive in the 'Magic World'?; fluctuation of environment factors both political change and economic crises that are unpredictable
- To study what is/are factor(s) to make business sector survived.
- To study the way we were in the Magic World.

## Review of Related Literature

How to Survive in a Competitive Business Environment getorganised. cocompetitive-business-environment Admin / January 11, 2018

Regardless of the scale of your business or the industry you are in, one thing is constant – the modern business environment is a severely competitive and cutthroat scenario with no quarters asked for or given. This is primarily because of technological advancements that have made businesses more open ended. Nothing is classified data anymore and by using analytics tools, online digital marketing companies can clearly pinpoint key business parameters and data of your competitors and structure optimised campaigns for you. Hence, to survive in such a ruthless setting, you have to employ specific and customised processes without upsetting the basic flow and ethos of your enterprise.

- **Create Brand Awareness** – This is very crucial as your brand is yours only and no amount of competition in related industries can replace it. Work towards a position where the very name and logo will bring instant recognition amongst people regarding your product. Your brand strategy will include carving an exclusive market niche that cannot be served by your competitors even if they are bigger in size with more resources. Have a unique selling proposition for your brand. It

might be the nature of your product, the markets that you sell in, price or even delivery time. Ensure that you offer customised services with a personal touch. Once you can integrate all these factors into the core of your brand, you will surely be able to survive the competition.

- **Social Media involvement** – Consider these statistics first – 68% of all adults in the USA including Internet and non-Internet users have a Facebook profile while 28% are on Instagram, 26% use Pinterest and 25% LinkedIn. This trend is relevant for almost all countries in the world with strong Internet connectivity. Making full use of social media platforms is one sure way to beat the competition. Most importantly, the ROI of a social media marketing campaign is high because of the wide coverage it ensures. You can also target specific audience and be highly interactive with them by posting comments, getting feedback and starting discussion forums about your industry. Small businesses find this particularly useful because of low advertising rates. A small time car mechanic in Maribymong for example can make optimum use of social media to publicise his services without having to break his bank.

- **Be mobile friendly** – With the exponential growth in smart phone usage, a new section of customers have emerged that you have to cater too. They will browse the

Internet and search online for products and services before coming to a purchase decision. Studies have shown that most visit a regular brick and mortar store within a day of the search. Not catering to this segment will leave you behind in the competition and result in lost business opportunities. For instance, vehicle owners in Melbourne will first search online from their smart phones for top garages offering car servicing in Melbourne before taking the car there. Not having a highly visible and strong online presence will be detrimental for your business. It is necessary that you have a business website that is equally clear and user-friendly irrespective of whether it is being viewed on a desktop, laptop, tablet or smart phone.

- Explore new market niches – Your product and services are the backbone of your business and you simply cannot afford to maintain the same mix for ages. To get new customers and rope in potential ones, you have to constantly innovate through fresh offerings in new market niches. However, before doing so, you have to take a long hard look at what your customers want and develop unique and an exclusive product range.

These are some of the strategies that you can adopt to survive in a competitive business environment. However you have to

mould your approach as per particular conditions prevailing in your industry where you are located.

SOUTH-WESTERN CENGAGE Learning;  
Principle of Economics Taylor

Chapter 23: The Nature and Causes  
of Economic Fluctuations

1. Economic fluctuations are temporary departures of real GDP from its long-run growth trend. These departures include recessions, periods when real GDP falls below potential GDP, and booms, times when real GDP rises above potential GDP. Economic fluctuations are also called business cycles. Economic fluctuations have diminished in frequency and severity in the United States and many other countries over the past 25 years, a phenomenon called the “Great Moderation”.

2. Aggregate demand is the total amount that consumers, businesses, government, and foreigners are willing to spend on all goods and services in the economy. Changes in aggregate demand occur when any or all of these groups expand or cut back their spending plans. These changes range from the government spending more on health care, to foreigners buying more American computers, to consumers feeling more optimistic about the future and buying more holiday presents.

3. What happens if an increase in aggregate demand occurs? Suppose that the economy is in “normal times,” neither in a recession nor in a boom, so that real GDP equals potential GDP. In theory, firms could respond to the greater demand for their goods either by expanding output or by raising prices. In practice, firms do not raise prices in the short run. Instead, they expand output, and the economy enters a boom. But prices are not fixed forever. Over time, if demand stays high, firms raise their prices and the boom ends. If aggregate demand falls, the reverse occurs. In the short run, firms lower output instead of cutting prices, and the economy enters a recession. Over time, if demand stays low, prices fall and the economy recovers.

4. Real business cycle theories explain economic fluctuations by changes in potential GDP rather than by changes in aggregate demand that cause movements of real GDP around potential GDP. Although, in principle, short-run fluctuations in potential GDP are possible, the factors that underlie potential GDP growth—population, capital, and technology—do not seem to exhibit enough short-run variation to account for the magnitude of observed fluctuations in real GDP.

5. The consumption function describes how consumption depends on income. If you receive income, you can either consume or save. In its simplest form, the consumption

function says that when income increases—for an individual, the United States, or the whole world—consumption also increases. At low levels of income, individuals borrow—they consume more than their income. At higher income levels, they save—they consume less than their income.

6. The marginal propensity to consume, MPC for short, measures how much consumption changes for a given change in income. It is defined as the change in consumption divided by the change in income. The MPC is about 0.60 for the U.S. economy. Thus when income goes up by \$1,000, consumption rises by about \$600.

7. Disposable income is the income that households receive in wages, dividends, and interest payments plus transfers minus taxes. It is the preferred measure of income for use in the consumption function because it measures what households have available to spend. Another form of income used in the consumption function is aggregate income, which is also equal to real GDP. The simple consumption function ignores the effects of interest rates and wealth on consumption.

8. A forecast of real GDP is a prediction of its future level. A short-run forecast would be a prediction of real GDP one year ahead. Economic forecasters use the identity that real GDP is the sum of consumption, investment, government purchases, and net exports (in

symbols) to predict future real GDP based on their predictions of the four categories of spending. A conditional forecast is a prediction of what real GDP will be under alternative assumptions about future government purchases. This can be used to make predictions about the effects on the economy of proposed changes in government spending.

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Survival and growth are the two main objectives of any organisation in today's competitive world. Every organisation tries to be different and accelerative from their competitors to achieve their goals and become market leaders. This starts the process of launching new products and services, value additions to current products and services, rigorous marketing activities and cost-saving measures to perform better and increase profitability. All these activities are a result of innovation in an organisation.

#### **What is survival of a business?**

Survival mode means cutting costs, laying off employees, tightening profit margins and saving cash, in stark contrast to growth mode, during which a company reinvests profits, expands operations and brainstorms growth strategies with long-term payoffs. Jul 27, 2010; Small Business Survival by Jerry W. Thomas

**In today's uncertain economic climate, the first priority for the small business entrepreneur is survival.**

A glance at newspapers, business journals, or cable news channels reveals a succession of corporations struggling, and often failing, to avoid bankruptcy. In such tough times, knowing how to achieve long-term success is more critical than ever.

The most important thing today's small businesses can do is expose their organizations to critical self-analysis. Small businesses survive not by competing head-on with global corporations, but by pursuing the market niches larger operators ignore. Such a strategy requires constant attention to detail, necessitating self-analysis well beyond the operational level; it is crucial that everything from the basic business model down to the operation of the mailroom is subject to rigorous study. This means determining what, precisely, the business is aiming to offer its customers, how this differentiates it from its competitors, and how well it is delivering on these core products and services.

Much of this analysis can be readily conducted by the business itself, but a substantial part of a company's success is down to perception—how customers (existing or potential) view its products, services and overall performance. However, determining such perceptions is notoriously difficult for

companies that typically lack personnel trained in the specifics of marketing and advertising. The most obvious alternative, turning to outside experts - dedicated market research companies, for example - is often impossible when money is tight and budgets small, but this does not mean entrepreneurs can ignore the example set by the most successful corporations. What almost all business success stories have in common is a relentless commitment to factors that reinforce competitive advantage: product research and development; marketing, advertising and public relations activities; and customer relations.

What the most successful companies have recognized is that survival hinges on two separate, yet intertwined factors - being the best, and being recognized as being the best. Being the best requires a commitment to excellence in all areas. That means small business leaders cannot shy away from hard decisions, where employment is concerned for example. Staff that consistently fail to perform must be replaced with those that will. The smaller the company, the more difficult such actions may be to take, but they are essential. Similarly, leaders need to ensure they have staff who are prepared to do what it takes to deliver results, no matter if that means asking for a commitment from staff far greater than business rivals demand of their employees. Being the best also requires a company to

recognize when it is lacking in excellence in key areas, and to identify whether that excellence can be delivered through hiring new employees, retraining existing staff, or seeking outside counsel. Money invested in improving core business competencies is never better spent than in tough times like today, because it directly impacts productivity, sales, and perceptions.

Making sure a company is recognized as being the best is often seen by small business entrepreneurs as secondary in importance to “real” issues such as production, distribution and sales (Ames, Michael. *Small Business Management*, West Publishing Company, February 1983). The common viewpoint is that if the product is “right” the customers will buy it. Yet it is precisely this attitude that dooms many businesses, regardless of the quality of their products or services. Small businesses need to give as much attention to their public relations, marketing and advertising strategies as large corporations.

Many entrepreneurs cry that this is simply beyond their means—they cannot contemplate spending tens of thousands of dollars on “fancy” market analyses from specialized researchers. The argument is valid, but consider this: if marketing, advertising and public relations dollars are in short supply, how critical is it that those dollars are well



spent? A small business can far less afford just one marketing effort to miss its target than can a huge international corporation.

What small businesses must do is learn the core skills marketing experts take for granted. They need to take every opportunity to speak to customers, potential customers and vendors to uncover how well the company is perceived. Likewise, a simple analysis of publicly available materials (such as census data) can help a small business better identify key target markets, reducing the waste of valuable resources inherent in blindly blanketing an area with its advertising. Such an analysis might lack the sophistication of a professional market analysis, but it can make the difference between success and failure - and there is nothing to stop the company utilizing a more professional analysis in the future when it is growing strongly.

It comes back to the issue of self-analysis. If a company has a clear vision of where it wants to go, the task of identifying its market, and the optimal ways to attack that target, is much easier. This allows for a concentration of limited resources where they can best help deliver success. Such a focus of effort lies at the heart of corporate survival, no matter if the company is large or small. ; Jerry W. Thomas (jthomas@decisionanalyst.com) is President/CEO of Dallas-Fort Worth

based Decision Analyst. He may be reached at 1-800-262-5974 or 1-817-640-6166.

Little empirical evidence provides insight in person-oriented drivers of business survival and success of small business owners. In this paper I perform a duration analysis of business survival amongst young white (self-employed) small business owners in the U.S. Compulsory exits are distinguished from voluntary exits. This enables an alternative definition of business success: the longer one can survive and prevent in voluntary exit, the more successful one is. Potential drivers of survival are derived from recent empirical evidence in related studies. The potential drivers of success are also derived from historical economic thinkers such as Marshall and Schumpeter. The estimated hazard rates are affected by characteristics of the small business owner and business conditions.

August 2003, Volume 21, Issue 1, pp 1–17 | Cite as Business Survival and Success of Young Small Business Owners Authors C. Mirjam van Praag

### **Factors Affecting the Economic Environment of Business by Hunter Taylor - Updated June 25, 2018**

The economic environment of business is affected by internal and external factors. An internal factor that affects the business

environment is the cost of labor, materials, processes and procedures. Internal factors can be improved through company projects. On the other hand, external factors can also affect a company's business environment and the business has less control over these factors. The primary influences on a business are: political, economic, social, legal, technological and environmental.

### **How to Survive in a Competitive World**

Steve Tobak VIP CONTRIBUTOR

Author of *Real Leaders Don't Follow*, April 1, 2014 Truth is, the business world is risky business. It isn't for the thin-skinned, the weak-minded or the faint of heart. And if you fit one of those colorful descriptors, sooner or later, you're probably going to get weeded out of the entrepreneurial gene pool.

### **Related: Retire? Not In a Million Years.**

Think of it as natural selection for startups and small business owners. In a competitive world, if you can't keep your cool, stay focused, and find a way to win against all odds, you're toast. Here are some practical rules to help you do that. Follow them, and you've got a good chance of surviving and maybe even coming out on top.

**Stay focused on the big picture.** Don't panic when things go wrong or get distracted when stuff doesn't go according to plan. It happens...a lot. Maintain perspective by

staying focused on long-term goals. And remember the old gambling (or investing, same thing) axiom: Never try to win back what you've lost. Once it's gone, it's gone. Move on.

**Try not to be "interesting."** There's an ancient proverb: "May you live in interesting times." It sounds like a blessing but, in reality, it's a curse. In this sense, "interesting" means "notorious," as in "May you arouse the attention of the powers that be." Once you're on a bureaucrat's radar, it's all downhill from there. Fly under the radar, if you can.

### **Conceptual Framework**

According to the topic of this research: how will Thai's business survival in the 'Magic World'?; fluctuation of environmental factors both political change and economic crises that are unpredictable

Research framework is designed to study what is/are factor(s) to make business sector survived. The combination between theory and environmentalal factor that has effect on them. Starting with definition of "Magic world", political change and economic crises. There is a need to know about their attitudes, how Thai's business survival in the "Magic world" and what is/are factor(s) to make business sector survive.

There are many problems and fluctuation in business world; political change,

economic crises, fiscal and monetary policy, market forecasting, trade mechanism, etc. Researcher needs to know the attitude from existing business; how Thai's business survival in the "Magic world" and what is/are factor(s) to make business sector survive. Research framework is design to study attitude of people who are the ownership/ executive in goods and services industry.

In this framework, identification includes not only the understanding of environmental factor but also entrepreneur's attitude with fluctuation and unpredictable in business world.

### Research Methodology

1. Qualitative method is the way that researchers, carry out the results.

2. "Focus group" is population for research because researcher needs to control quality. They are in goods and services Industry (Thais).

3. Connection by way of face-interview.

4. Close end question in theory part and open end question for personal attitude.

5. Population size is 30 samples and they are the ownership and executive in SMEs both of goods and services industry.

6. Research result by comparing the number of sample who have the same or different attitude.

7. Taking all results to analyze, and bring the analysis result, to recommendation that can evoke solutions, suggestions, and also continue research in other related topics areas.

### Research Design

1. Depth interview with focus group - random the group from goods and services industry who are SMEs and registered (both local and international business).

2. Study group is ownership and executive in SMEs both of goods and services industry.

3. Appointment to interview; to meet a person at his /her workplace by date and time (Thais).

4. Population size is 30 interviewees from both in goods and services industry.

5. Collects all data at the same time by lead time being within one week.

6. Analysis of data to get more information for discussion.

7. Information from discussion can continue recommendation and show some resolutions or suggestions for this research.

### Research Instrument

1. The depth interview questionnaires with 5 close ended questions and 2 open ended questions.

2. Scope of questionnaire, there are close ended 5 questions open ended that involve business world; political changed, economic crisis, fiscal and monetary policy, market forecasting, trade mechanism, and 2 open ended questions that interviewees can express their ideas.

### Research Procedures

1. Prepare questionnaire. There are close ended 5 questions that involve business world; political changed, economic crisis, fiscal and monetary policy, market forecasting, trade mechanism, and 2 open ended questions that interviewees can express their ideas.

2. Make an appointment with the group for interview that they are in goods and services industry in Thailand. Meet a person at his /her workplace by date and time.

3. Collect all data for analysis; implementation of the idea that how will Thai's business survival in the 'Magic World'?; fluctuation of environmental factors both political change and economic crises that unpredictable.

4. Conclusion for all research result, also discussion and recommendation for continuity in the future. If the result is showed in the contrast way, we can do the research what is cause of the problem? On the other hand, if the result is show in the same way it is assumed that should is better than previous

edition, we also continue what else can develop or improve that can meet the International Standard quality and it is Sustainability.

### Data Analysis

Data analysis method is qualitative; conduct a couple of interviews for case studies. Researcher analyzed from interviewee's attitudes and implementation of the idea that how will Thai's business survival in the 'Magic World'?; fluctuation of environment factors both political change and economic crises that unpredictable

From Principle of Economics Taylor, in topic The Nature and Causes of Economic Fluctuation is the key element for enterprise to follow and guideline. It is not only economics fluctuation but also political change that has impact to business. In this research, both of political and economic factor are data resources and analysis to reach the research objective.

Economic fluctuations are temporary departures of real GDP from its long-run growth trend. These departures include recessions, periods when real GDP falls below potential GDP, and booms, times when real GDP rises above potential GDP. Economic fluctuations are also called business cycles. Economic fluctuations have diminished in frequency and severity in the United States and many other

countries over the past 25 years, a phenomenon called the “Great Moderation”.

Political change is a normal function of internal and external politic. Rulers will be voted out, retire, or die while in power, and the new leader will make changes. The more powerful countries will anticipate political change and make the process clear and smooth.

Political business cycle. A business cycle that results primarily from the manipulation of policy tools (fiscal policy, monetary policy) by incumbent politicians hoping to stimulate the economy just prior to an election and thereby greatly improve their own and their party's reelection chances.

### **1. Environment Analysis-Political environment**

The political environment of any country influences the business to a larger extent. This political environment is influenced by the political organization, philosophy, government ideology, nature and extent of bureaucracy, the country's political stability, its foreign policy, defense and military policy, the country's image and that of its leaders both locally and internationally (Shaikh 2010).

### **2. Economic environment**

Economic factors that influence the business are the collective of the nature of the country's economic system, its structures, and economic policies, how the capital market is

organized, and nature of factors of production, business cycles, and socio-economic infrastructure. Any successful organization pictures out the external factors that affect the business, anticipates the prospective market situations and work to minimize the costs while maximizing the profits.

### **3. Social environment**

The country's social environment affects the functioning of the business since it determines the value system of the society. Sociological factors establish the culture of work, labor mobility, work groups etc, hence, business operation of an enterprise. These factors include cost structure, customs and conventions, cultural heritage, peoples' view towards wealth and income and scientific methods, seniority respect, mobility of labor (Shaikh 2010). All these factors have big impact on the business.

### **4. Technological environment**

Technological factors affects business concerning technological investment, technological application and the effect of technology on markets. Therefore, any technological advancement affects highly the business in a country. The type and quality of goods and services to be produced and the type and quality of plant and equipment to be used in a company, is determined by the kind of technology employed by that company (Mühlbacher, Dahringer & Leihs 2006).

### 5. Legal environment

The legal environment affects the business and its managers greatly. Legal factors involve how flexible and adaptable the law and legal rules that govern the business are. It also includes the exact rulings and courts decision. Legal provisions may also contribute to more or less income depending on the environment of operation.

### Research Results

-Percentage of population have knowledge about what is/are factor(s) to make business sector survive is 100% (30 of 30); they know what fluctuation of environment factors, both political changed and economics crisis, that are unpredictable

-Percentage of population attitude with environment factor that fluctuate and unpredictable in business world.

1. **First group** is 83.33% (25 of 30); they think that **fluctuation** has influence with enterprise. They believe that fluctuation is cause of problem, so their enterprise cannot control the costs and less in profit by identifying **economic factor** is the most effect to their operation and depreciation make them lose.

2. **Second group** is 76.66% (23 of 30); they think that **unpredictable market** has influence with enterprise. They believe that unpredictable market is cause of problem, so

their enterprise cannot control the costs and less in profit by identifying **political factor** make them lose. In case of stable for government but unstable for their policy so this point make entrepreneur worry about economic because trade policy and other regulation are determined by government.

3. **Third group** is 93.33 % (28 of 30); they think that **fluctuation** has influence with enterprise. They believe that fluctuation is cause of problem, so their enterprise cannot control the costs and less in profit by identifying **political factor** is the most effect to their operation and depreciation make them lose. In case of unstable for government because there is often to change leader or election in that country. Thus, this point make entrepreneur worry about economic because trade policy and other regulation are determine by government. That means when have the new leader then the new policy will be lunched, too.

4. **Fourth group** is 66.66 % (20 of 30); they think that **unpredictable** market has influence with enterprise. They believe that unpredictable market is cause of problem, so their enterprise cannot control the costs and less in profit by identifying **economic factor** make them lose. They believe that it is effect from stable government but unstable for policy or unstable government so this point makes entrepreneurs worry about economic because

trade policy and other regulation are determine by government. Including some government use, subsidy policy and intervene economic then make business sector difficult for planning and unpredictable.

### Discussion

Although the economic and political factors are impact on the goods and services industry are spread throughout the whole life business world, the consumption of goods and services is still growth in the magic world. Although there is fluctuation of political and economic but under the wing is still be growth. Moreover, environmental factor, especially political factors, is more influence on business than economic factor cause politician is controller like a magician. On the other hand, political business and economics cycle bring business world into magic world because everything can be like a magic that make them alive even almost fallen down but there is some magic to rescue them.

Almost all populations have agreed that fluctuation of environment factors both political changes and economics crisis that are unpredictable". Depending on each company has policy or strategy to support these fluctuations and try to survive in business world ... not a magic world, also which one can make their organizations can reach the

goal and sustainable, should be make it real not just a dream.

However, fluctuation of environment factors both, political changes and economics crisis, still have effect to business sector more sustainable, as evidence of these foods and services industries are still struggling against economic, environmental and social challenges. Almost all existing business and new comer is mean to Start up business are interested in to use environmental strategies. They are still need to continuously in the magic world because they are believe that this strategy can increase their value and keep it at the Growth positioning, especially a huge profit.

### Recommendation

According to research results, Almost all populations have agreed that fluctuation of environment factors, both political changes and economics crisis, are unpredictable". Depend on each company has policy or strategy to support these fluctuation and try to survive in business world ... not a magic world, also which one can make their organizations can reach the goal and sustainable, should be make it real not just a dream.

Researcher has agreed that fluctuation of environment factors, both political change and economics crisis, that are unpredictable

is efficient to every organization and they can survive by taking advantage from each strategy and put the right to your firm. Nonetheless, almost enterprise need to still be alive or we called "Growth" ... no one else wants to stay in mature stage, although it is easy to forecast what's the next plan but that's mean you are ready to countdown for the end. No matter what the situation or fluctuation is, almost all enterprises are pleased to stay like this even you less in information from government or blind in the future, but here is benefit for business to remind them that's 'the show must go on'... and the basic of business is never stop to developing yourself or it means the winner is always arrived first.

Furthermore, if any industry will engage Political business and economics cycle for their operation, please realize and compare,

between the advantages and disadvantages after addressed, both in terms, of entrepreneur and consumer, government and private sector. Commitment and compromise are necessary to solution, and environment factor can make you more in quality, they should develop their environmental strategy where meet the goal of both corporate profits and public benefits.

However, no one else denies that humans live on Earth, everyone tries to survive, people want to make a dream come true, profit can keep business alive. Thus, no matter what obstacle is political or economic... if you are entrepreneur and want to make a dream come true, then reach your goal with inspiration by combination of 'Magic world' and 'Real World' into your business mind. Critical thinking and emotion become one and try to arrive destination first... Survival!

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