

**FAILURE**

TIME

# Business **BLUNDERS**



**Kirsty Stark**

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**Kristy Stark, M.A.Ed.**

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# A Fine Line

New businesses are established each day, hoping to fill a need or a **niche**. Existing businesses, on the other hand, attempt to grow and keep up with the demands of **consumers**. Both **scenarios** demand that business owners take some amount of risk. Sometimes, those risks pay off by attracting new customers or **investors** and by increasing annual profits. Other times, the risks do not pay off, and a company or a product fails.

Many large companies and wealthy business owners have experienced failure. Warren Buffett is one of the richest people in the world. Despite being very successful, he has had many business failures during his career. He once explained, “I bought a company in the mid-’90s called Dexter Shoe and paid \$400 million for it. And it went to zero. And I gave away about \$400 million worth of...stock, which is probably now worth \$400 billion. ...I’ve made lots of dumb decisions. It’s part of the game.”

## Billionaires of the World

As of 2017, the world had 2,043 billionaires! They are worth a combined total of \$7.7 trillion. One trillion is a 1 followed by 12 zeros!



Warren Buffett

## Frugal Billionaire

Despite being worth billions of dollars, Buffett is a very **frugal** man. He still lives in the house that he bought in 1958. He bought it for \$31,500.