

Wealth and welfare business: A sustainable business model

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Abstract

the aim of this study is to explore the extent to which business model would support sustainable business strategy. The study has been guided by the objectives to evaluate the present business and their problems, necessity of new business model, description of the new model, and benefit of new model and finally limitation of proposed model. For the purpose of the study, a descriptive research designed has been focused on selected business which is in operation and formed as per capitalistic way. Data has been collected mainly through depth interview of entrepreneur, employee and customer. Secondary data has also been used by reviewing the bulletins, newspapers and articles from national and international journals. A sample been selected by using stratified random sampling method. Results of the findings of the study have shown that only money cannot give happiness and sustainable development as well.



Biography:

Md Mashiur Rahman born in Hosnabad under Barishal District, Bangladesh. He has conducted Secondary study from Hosnabad High School, Higher Secondary from Dhaka Imperial College and Bachelor & Master's degree in Marketing from University of Dhaka, Bangladesh. He has lost his father when he was in class eight and lost his mother after completion master's degree. He has a 4 years old daughter studying in play group. His spouse is an entrepreneur.

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