Objectives of the Study

The research is an attempt to broadly identify the major factors which make or break Family Managed Businesses. Having identified the same, the further study is to find out how and to what extent the major factors identified in the study, contribute to the success or failures of the Family Managed Businesses:

Thus, the Primary Objectives of this study would be:

- To understand the factors which lead to the success of a Family Managed Business
- To understand the factors which lead to the failure of a Family Managed Business

The Secondary Objectives of this study would be:

- To identify the major challenges faced by a Family Managed Business
- To identify the variables which can be leveraged by a Family Managed Business to enhance its probability of success and profitable continuity
- To measure the impact of each of the major factors identified by this study on the fate of a Family Managed Business
- To suggest a Road Map to success for a successful transfer of Reigns of a Family Managed Business from one generation to another