



Ikinyamakuru

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Siko buri kintu cyose Aka kanyamakuru kigerwaho nkuko kashyizweho n'abanyeshuli cyateganyijwe kuko bavuzwe haruguru mu Ubucuruzi mw'i isomo ryabo ry'ikorana buhang a, imenyakanisha ry'ubucuruzi buhinda gurikan a mw'ikoranabuhanga. Biciye n'iterambere. Abanyeshuli muri aka bo mu cyiciro cya gatatu cya kaminuza mu gashami k kubagezaho ibantu ibyimenyakanisha mu byingirakamaro bizaufasha bucürüzi bo mu ishuli mu mirimo yacu iri imbere mpuzamahanga ry'i haba kuri ba by'amahoteli mu Busuwisi rwiyemezamirimo, inzobere "Les Roches International mu by'amahoteri School of Hotel n'ubukerarugendo, iby'imen Management" babahaye yekanisha hifashishijwe ikaze .

INAMA KU BAMENYEKANISHA UBUCURUZI

Mu imenyakanisha ry'ubucuruzi mu ikoranabuhanga, washobora guhang a urubuga rw'imenyekanisha makuru, ariko ntacyo byaba bimaze ntawurusura.

Hari uburyo butatu bwatuma abantu basura urubuga rwimenyekanisha makuru rwawe kenshi kandi n'abantu benshi.

1. Uburyo bwa mbere bukoreshwa ni ugushyira ahabanza mu magambo ahinnye inkuru ngufi z'ibikubiye ku murongo wawe w'urubuga rwa interineti(meta tags)

2. Guhuza umurongo wawe n'indi mirongo myinshi ishoboka kugirango umurongo w'ishakiro ukubareho nk'uwigaciro kenshi.

3. Kwimakaza ihererekanyamakuru rusange kuko aribwo buryo bugenzweho kandi bukaba inzira nziza mu kwubaka izina ryawe mu bucürüzi

Ikindi kandi hakoreshw a ibantu bishobora kugutandukanya nabo muhanganye ku isoko ry'ubucuruzi ukoresheje izina ryihariye, utumenyetso, imvugo ngufi, ibara runaka kuko aribyo birema uwo ariwe, ibyo akora cgangwa se atanga mu mitwe y'abasura urubuga rwe.

AKAMARO K'IKORANA BUHANGA MU IMENYEKANISHA RY'UBUCURUZI

Ikigenderewe ku musomyi w'aka kanyamakuru ni ugusobanukirwa akamaro k'ikoranabuhanga mu by'imenyekanisha ry'ubucuruzi muri iki gihe. Ikoranabuhanga n'ihererekanya makuru muri iki gihe ni kimwe mu bintu by'ingenzi ubucuruzi butakwirengagiza kubw'ibyiza n'inyungu zibonekamo. Muri iki kinyejana ni iby'ingirakamaro gukoresha uburyo bwose



mw'imenyekanisha ry'iby'ubucuruzi kugira ngo ugere ku baguzi bose bakoresha ikorana buhang a. Imenyekanisha ry'ubucuruzi mu ikoranabuhanga nanone ni uburyo bwiza bworohereza abantu mu kuzigama amafaranga no gucungura umwanya. Niyo mpamvu tubashishikariza kurikoresha mu guteza imbere ubucuruzi bwanyu no kubona inyungu zose zirimo.