

# Money Management





# Basic principles

- Money management - rules and principles that help you to control your money
- Money management can slow down the process of devastation
- Incomes must exceed expenses
- Not always incomes will exceed expenses
- If you lose more than win for a long period, you should change your trading strategy



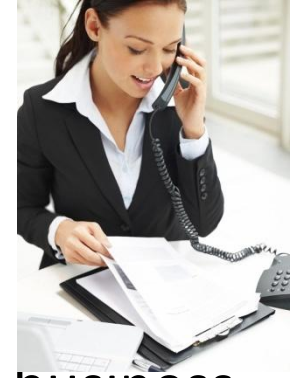
# Rules

- Don't invest more than 50% of capital into business
- Don't invest more than 15% of your capital in one market
- Don't invest more than 5% of your capital in one deal





# Reasons for business



- Women and men have different reasons for having business
- Men want to be rich and recognized in society. They want to see results of their labor and buy whatever they want
- Women are focused on the process. Business must give them enjoy and it doesn't matter what kind of business they have



# Differences to do business

- Women good at details and can make good analysis
- More soft and diplomatic in conversations
- More patient and take into consideration relations between staff
- Men think more global and strategic
- Can understand causality and see future perspective

# Strong and weak sides

- Women can be influenced by others and accept critics very difficult
- Women don't pay much attention at life philosophy
- Men don't consider relations in business as an important thing
- Men can be broken more often under pressure and stop their business



# Shopping

- Every Briton spend approximately £ 1000 for clothes
- Men spend near £ 1000
- Women spend near £ 1120



# Tendency in shopping

- 41 % of men go to the shopping very seldom
- 25 % of women don't like shopping
- Men usually don't wait for sales
- Women prefer wait for discounts





- In common men spend for 20% more than women
- They can spend a lot of money in one moment
- They prefer to buy brands



- Women spend more money for unnecessary things



**THANK YOU FOR YOUR  
ATTENTION**



**YESSS, FINALLY OVER!**