Running a company

For directors. Starting or buying a company, hiring and training staff, stock and pricing, advertising, environment and climbing the star ranking.

Version 1.0. Published 23/11/2026, last reviewed 23/11/2026.

Introduction

Directing a company is a daily management job. You hire, place and train employees, keep stock on the shelves, set prices and advertising, and keep the vault funded. Done well, it earns a steady income and gives your employees specials they value. You must be level 10 to own a company.

How it works

Getting a company. Start one from the job listings in the newspaper for a flat cost, or take over an established company from another player by transfer or trade, possibly with employees, stock and upgrades.

Three measures of a company:

Measure	What it means
Popularity	Your weekly income as a percentage of the best company of your type
Efficiency	How effective your employees are on average, capped at 100%, updated once a day around 18:00 TCT
Environment	Staff room size and number of employees; drug users and inactive staff lower it, cleaners and managers raise it. A low environment can cut income by up to a third

Advertising has a maximum base effect of 40%, shared out between competing companies by budget. Marketers, the BUS2400 and LAW2100 courses and the Tell Group (TGP) benefit block strengthen it.

Star ranking. Companies are ranked 1 to 10 stars by gross profit, adjusted every Sunday. Employee pay does not affect ranking. Stars decide job points (one per star per day) and the director's own daily work stats: 5 of each at 1 star, 10 at 2, 20 at 3, 35 at 4 and 50 at 5 or more.

Closing hour, about 18:00 TCT, is when the day's customers, income, work stat gains and job points are calculated.

Stocks that help directors: TGP (advertising), TC Media Productions (TCP, sales boost) and Syscore (SYS, protection from hacking specials). Messaging Inc. (MSG) and Yazoo (YAZ) give free newspaper adverts for recruiting.

Step by step

1. Choose a company type whose specials and customers you understand.
2. Hire employees whose stats suit each position, ideally well above the requirements.

3. Keep enough in the vault to pay a full week of wages and advertising.
4. Keep stock ordered and prices adjusted so goods do not run out.
5. Watch environment; add cleaners or a bigger staff room as you grow.
6. Train employees whenever trains are available.
7. Review popularity each week to see how close you are to the next star.

Examples

- A company earning $5,000,000 a week against a best-in-type of $10,000,000 has 50% popularity.
- A 5-star director gains 50 of each work stat every day, on top of their income.

Advanced tips

- Inactive employees hurt more than they appear to, through both efficiency and environment.
- Business Management courses add productivity and employee effectiveness for directors; check the education course directory.

Common mistakes

- **Running the vault low** and missing wages or advertising.
- **Raising pay to chase stars.** Pay does not affect ranking.
- **Hiring drug users** in companies where environment matters.

Sources

Torn wiki: Company: https://wiki.torn.com/wiki/Company, retrieved 2026-11-23

Torn wiki: Working Stats: https://wiki.torn.com/wiki/Working_Stats, retrieved 2026-11-23

Torn wiki: Stock Market: https://wiki.torn.com/wiki/Stock_Market, retrieved 2026-11-23

Related guides: Working for a company, Passive income, Education, Stock benefit blocks