

Small Business Spotlight



Exploring what it takes to be
a successful small business.

Small Business For DummiesR

Greg Holden



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budgeting and GST marketing and online sales Find out what works for you decide whether to start from scratch buy an existing business or purchase a franchise Build a business plan develop a blueprint for business success with a winning business plan Develop a marketing strategy find your unique selling point build your brand and set sales goals Understand the importance of customer service deliver beyond expectations listen to customers and transform complaints into sales Ramp up your management skills understand your legal obligations as an employer recruit the best employees and build a great team Succeed online develop a website secure high rankings on the search engines and build online sales Keep your business profitable understand Profit Loss reports manage profit margins and set budgets

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Small Business for Dummies/Business Contracts Kit for Dummies John Wiley & Sons Ltd,2001-02-15

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