## WHARTON

Award winning writer of more than 25 other business publications

## TEW BUSINESS



Hindsights and insights to guide and spur a new business into a real business

KODNEY OVERTON AFAIM

1 Your own business ----

Why start a business of your own?

	<ul> <li>Starting your own business</li> </ul>
	<ul> <li>Choosing a business structure</li> </ul>
	<ul> <li>Business and financial planning</li> </ul>
	Marketing tips for your new business
	Working from home
	Money and profit
	<ul> <li>Some basic steps and potential crisis</li> </ul>
	<ul> <li>What do business proprietors and managers do?</li> </ul>
	<ul> <li>A SWOT analysis</li> </ul>
	<ul> <li>Competitors' strengths and weaknesses</li> </ul>
	<ul> <li>Some critical ingredients for success</li> </ul>
	<ul> <li>Define and plan the business — A checklist</li> </ul>
	<ul> <li>Pre-planning for your business — A checklist</li> </ul>
2	Planning for a new business 3
	<ul> <li>When you start your own business</li> </ul>
	<ul> <li>An organisation and its stakeholders</li> </ul>
	<ul> <li>Starting a new business — Some critical issues to</li> </ul>
	consider
	<ul> <li>Premises and identification</li> </ul>
	A blue print for success
	The strategic management process
	Mission statements

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<ul> <li>Human resource planning and deve</li> </ul>	elopment
<ul> <li>Motivating workers</li> </ul>	•
<ul> <li>Timmon's 14 dominant characterist</li> </ul>	tics of entrepreneurs
Benchmarking	
Business constraints	
Business planning	
<ul> <li>Top 20 planning questions</li> </ul>	
<ul> <li>A business plan outline/format</li> </ul>	
<ul> <li>Goal planning — A suggested plan</li> </ul>	to fill in
Some pitfalls	
<ul> <li>Management skills</li> </ul>	
• Time management	
Staff recruitment	
<ul> <li>Writing a job description</li> </ul>	
Crisis management	ar is prepared
The control process	
<ul> <li>A competitive checklist</li> </ul>	
Financing your business	83
Finance for your business	0,5
Valuing a business	
<ul> <li>Family financial planning</li> </ul>	
<ul> <li>How much money will I need to star</li> </ul>	rt with?
Attracting venture capital	
<ul> <li>A budget and basic record keeping</li> </ul>	
<ul> <li>Analysis of fixed and variable costs</li> </ul>	

Calculating the break even point

Getting paid
Quick ratio analysis
Selling your business — An exercise
Inventory (stock) management
Sales reports and budgets
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A cash flow forecast or loan application
Selling your ideas 111
• Launching of new businesses, products, services and ideas
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The customer and projection
Targeting customers
Selling the customer
Handling objections
Identifying and influencing the customer
Prospecting and finding customers
The telephone
Measuring your performance
Marketing 142
<ul><li>What is marketing?</li></ul>
<ul> <li>Contrasts between selling and marketing</li> </ul>
The marketing mix
• The four P's
Three levels of product for marketers
A sales and marketing strategy

Buying a business

Some sales and marketing basics for selling your
new product or service
• Image
Brand names
Direct mail
<ul> <li>Quality and your new business</li> </ul>
Consumer and buyer behaviour
Some buying signals
Sales intelligence — Competitor activity
Growth opportunities
<ul><li>What else will help me be successful?</li></ul>
Price points
Channels of distribution
Sustainable, competitive advantage
<ul> <li>Are these issues pertinent to your new business?</li> </ul>
Pareto principle
Contributions to total cost
<ul> <li>Change in the market place</li> </ul>
<ul><li>What makes a company successful?</li></ul>
Case studies1
<ul> <li>Advertising</li> </ul>
• Liquor
• Europe
Swiss watches

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Widget dealers

Industrial supplies

- Jams
- Success secrets of tomorrow's stars
- Ice-cream
- XYZ builders
- · The time period from conception to realisation
- Is your business well run? A questionaire
- Forming your own company A questionaire
- · Marketing a seminar
- Finding new customers
- · Funds and cash flow
- · How do you improve the suitable
- To leave or not to leave?
- · Improving sales and profits
- Measure of performance
- A proposal
- · What should you do?
- Test your small business skills