

The Small Business Start-up Workbook: A Step-by-step Guide to Starting the Business You've Dreamed of



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Reviews

Undoubtedly, this is actually the finest work by any author. Of course, it is perform, nonetheless an amazing and interesting literature. You will like just how the article writer publish this book.
(Dr. Isom Dibbert Jr.)

THE SMALL BUSINESS START-UP WORKBOOK: A STEP-BY-STEP GUIDE TO STARTING THE BUSINESS YOU'VE DREAMED OF

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Little, Brown Book Group. Paperback. Book Condition: new. BRAND NEW, The Small Business Start-up Workbook: A Step-by-step Guide to Starting the Business You've Dreamed of, Cheryl D. Rickman, In this practical and comprehensive workbook, Cheryl Rickman, offers a modern approach to self-employment and business start-up. Packed with real-life case studies and practical exercises, checklists and worksheets, it provides a step-by-step guide to researching and formulating your business ideas, planning the right marketing strategies, and managing a team that will drive your vision forward with you. You'll discover what, with hindsight, well-known entrepreneurs would have done differently, what their biggest mistakes have been and what they've learnt: Dame Anita Roddick, Julie Meyer, Stelios Haji-loannou, Simon Woodroffe and others reveal their best and worst decisions and contribute their wisdom and tips for succeeding in business. You'll learn how to: develop, research and plan "the idea"; design and create the right products and services; define and understand your customers and target audience; secure finance and manage cash flow and accounts; create a winning brand and marketing message; gain and retain customers; achieve competitive advantage; plan, create, launch and promote your website; and manage your business and time. This fresh approach to small business start-up also includes information and recommendations on making your business ethical and socially responsible, along with exercises to help build self-confidence and visualize success. Contents: Introduction; 1. Where to Begin - What's the Big Idea; 2. What to Do and Sell - Opportunities, Products and Services; 3. Who and Where? Researching Your Market, Target Audience and Opportunity; 4. Who Are You? Defining Your Brand; 5. How to Plot Your Findings and Map Out Your Future; 6. How Much? Figuring Out the Finance: Costs, Funding, Grants and Loans; 7. How to Sell - Marketing and Selling Your Products and Services; 8....



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