



Small Business For Dummies

Veechi Curtis

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Secure your business success with this best-selling guide

Thinking about starting a new business? Searching for ways to run your small business better? This essential reference covers everything any Australian or New Zealand small business needs to know, including vital topics such as business planning and franchising, 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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