



Dodge The Chopping Block

**20 Steps To Small
Business Success**

Plan Success

- ① **Assess your skills...You must fill gaps!**
- ① **Prepare a business plan...For yourself first!**
- ① **Read contracts...To understand & negotiate.**
- ① **Be a moving target...Things will change!**
- ① **Tax plan now...Including P/GST.**



Build Success

- ③ **Design a good layout...And merchandise.**
- ③ **Create a marketing strategy...With all 5 P's.**
- ③ **Unique selling proposition...What's in it for me?**
- ③ **Consider location...Traffic patterns.**
- ③ **Define target markets...Build profiles.**



Grow Success

- ③ **Advertise discriminately...No shotguns!**
- ③ **Design customer service...It defines quality.**
- ③ **Don't compete on price...Set prices for profit.**
- ③ **Train your people...Key advantage.**
- ③ **Run your business...Delegate often!**



Expect Success

- ③ **Set realistic sales goals...& staff, inv. & w.c.**
- ③ **Crunch the numbers...For cashflow & profit.**
- ③ **Hire bean counters...Manage the big picture!**
- ③ **Expand for profit...Not the other 'thing'!**
- ③ **Plan succession now...Nest egg value.**

