

5TH EDITION

THE SMALL BUSINESS BOOK

A NEW ZEALAND GUIDE FOR THE 21ST CENTURY

LEITH OLIVER AND JOHN ENGLISH


ALLEN & UNWIN

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Preface

Wouldn't it be great to get off the work-a-day treadmill and leave wage slavery behind? Wouldn't it be fantastic to be your own boss and run your own business? No more long, boring and costly commutes. No more workplace hassles and office politics. Isn't it about time to start enjoying the profits you have been earning for someone else, and take a day off now and then simply because you want to? Are you dreaming? Or is it possible to turn your dream into reality if you put your mind to it, plan your own business and work your plan?

The Small Business Book is about starting your own business in New Zealand and running it successfully. It is not just a book about being self-employed and getting paid for what you do. It symbolises a set of values about how some people want to live and how they can be sustained by the work they want to do. The book is divided into four parts and includes self-development exercises to help you to gain practical experience in some of the key areas of small business management.

- Part I guides you through the start-up phase of getting into business. It focuses on the self-employment decision, finding a business opportunity, where to get information and assistance, legal obligations, franchising and business planning.
- Part II presents elements of financial management. It includes how to interpret financial information, manage cash flow, finance the business and profit planning.
- Part III examines the principles of marketing. It discusses marketing strategies, advertising, sales, customer service and exporting.
- Part IV investigates important topics in operations management. It explores retail and service operations, manufacturing operations, employing staff and small business information systems, and concludes with a chapter on troubleshooting and recovery.

Over the past 15 years, many people have contributed to the various editions of this book. Some have contributed directly by suggesting improvements to the content; others have contributed indirectly by allowing us to be spectators as they have gone about their business. We thank them for sharing their secrets and for allowing us to share their secrets with you in this new fifth edition of *The Small Business Book*.

Leith Oliver and John English