

BEING IN BUSINESS

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INTRODUCTION

In a lifetime many of us have had dreams of owning a successful business. For some the dreams have come true with varying degrees of success. Others have tried to set up a business and have failed. For many, owning a successful business has remained a dream.

Whatever the reasons are for starting up or buying a business, owners to be or owners must bear in mind that, apart from such external factors as economic climate and location, there are also other factors which play a vital role in the degree of success achieved by a business. These are.

- Adequate capital to avoid a crippling debt burden
- Positive attitude towards business demands and relationships
- Knowledge and understanding of sound business management practices.
- Administrative ability to put those practices into operation

The underlying principle by the writer in this paper is that the knowledge, understanding and application of sound business

management practices together with adequate finance are absolute essentials if a business is to achieve maximum profitability and avoid mediocrity or failure. In developing this theme, the writer draws on over 40 years of business experience to give the reader invaluable practical advice.

The first part of the paper is concerned with setting up or buying a business. Advice is given on the important components of a business venture such as finance, controls over stock, credit and capital expenditure & marketing etc.

It deals with information and advice about business relationships, such as those with customers, suppliers and the Bank. Terms like mortgages, charges, guarantees and "all money clauses" which are mentioned in Bank contracts, are fully explained and leaves readers in no doubt how they stand in relation to them.

If owners/managers do not have their fingers on the financial pulse of their business, it is possible the business could be about to enter or has entered a distress phase that could soon lead to failure, without the owner or manager being aware of it. In this regard the later in this book deals with business distress and failure and the mechanisms for

control and rehabilitation. In the words of the writer "Before any business proprietor decided to 'call it a day' they should seek advice from a specialist and, if so advised, set in place a programme of control and rehabilitation that will depend upon the particular circumstances in which each business finds itself.

Business can be both rewarding and challenging but only for those who are prepared to inform themselves of the various factors which affect a business and to acquire necessary management skills. A business is dynamic and so the learning process is virtually endless. Once you find that you can learn no more, it is probably time to retire.