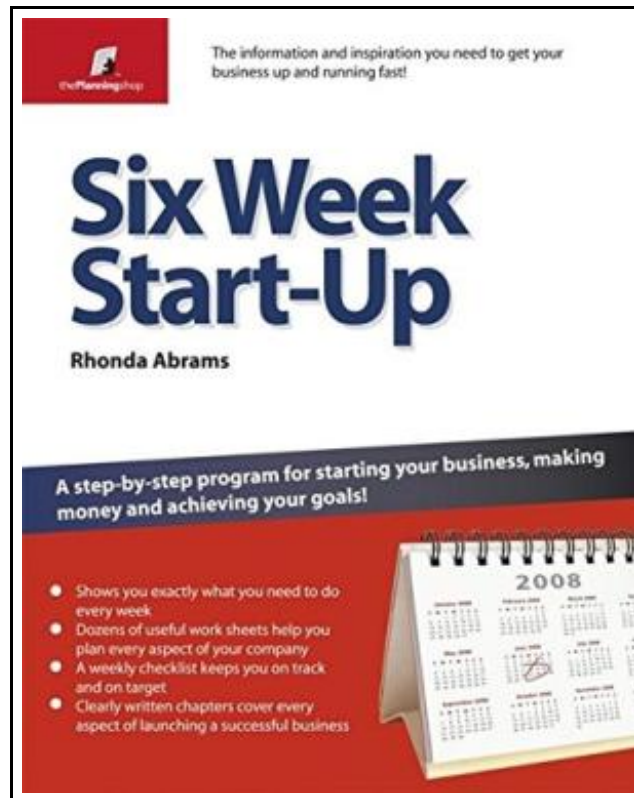


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John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Six Week Start Up: A Step-by-step Programme for Starting Your Business, Making Money, and Achieving Your Goals!, Rhonda Abrams, This book is for you if: - You're currently in the process of starting your own business and want to get things done as efficiently as possible, yet still do them right. - You want to make certain you take care of all the details of getting a business underway, organize the process, and get some good advice. - You're going to start a business soon and need a plan on how to go about it. - You have an idea for a business but don't know where to start. - You already run a business but would like to improve operations, marketing, and/or take care of essential aspects of growing a company. - You're a student in an entrepreneurship or small business class and need to launch a complete business in a limited time period. Six-Week Start Up follows the following topics: Week 1: Lay the Foundation (includes identifying personal goals, identifying your strategic position, what are your business values, choosing your company name) Week 2: Get the Information You Need (includes contacting industry associations, defining your target market, identifying your competitors and finding suppliers) Week 3: Cut Through Red Tape (includes company structure, tax issues, intellectual property, use of sub-contractors and employment law) Week 4: Take Care of Operations (includes rent space, home office working, production processes, IT, getting online) Week 5: Deal With Money Issues (includes dealing with accountants, credit, bank accounts, financial forecasting) Week 6: Open Your Doors (includes developing your marketing plan, the elevator pitch, making sales).

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