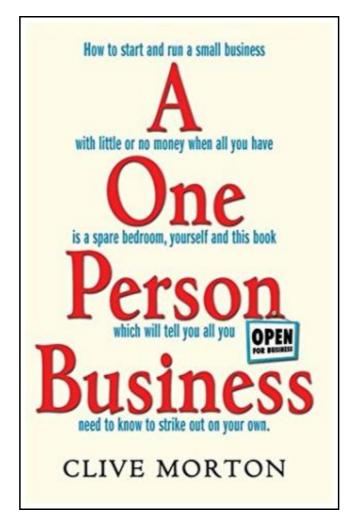
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Reviews

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Little, Brown Book Group. Paperback. Book Condition: new. BRAND NEW, A One Person Business: How To Start A Small Business, Clive Morton, Opportunities always exist for those with skills and relevant experience to create and build a business of their own. And if it's a service industry that you are offering it is possible to start from your home with very little or no capital outlay. Many one person start-ups are capable of providing significantly higher income than is provided through employment - and they have the potential to grow. This book sets out the essential aspects of running a small business, and explains the commercial frameworks that apply for trades, professions, personal and management services, agencies, trading activities and creative concepts. It includes: * Defining your market and studying the competition * Specifying your product or service * Pricing and marketing your product or service * Calculating risk and breakeven * Budgeting and keeping records * Using other services and professionals * Understanding the basics of commercial law * Structuring your business for tax efficiency * Employing staff * Acquiring or renting property * Dealing with expansion.

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