



## One Person Business: How To Start A Small Business (Paperback)

By Clive Morton

Little, Brown Book Group, United Kingdom, 2013. Paperback. Condition: New. Language: English . Brand New Book. 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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