How to Organise & Operate a small business in Australia

10th EDITION

How to turn ideas into success from Australia’s leading small business writer

John English

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Preface

Wouldn’t it be great to get off the workaday 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 that 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?

*How to Organise and Operate a Small Business in Australia* is about starting your own business 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.

*How to Organise and Operate a Small Business in Australia* was first published 25 years ago in response to suggestions for a book dedicated to people who go into business for themselves. This new tenth edition is the complete handbook of Australian small business management. Every chapter has been thoroughly revised to present information, skills and approaches that are up to date, easy to understand and simple to use.

A major addition to this new edition is the introduction of IDEAS. This is a method designed to identify business opportunities with genuine commercial
merit. It can be used very early in the development of your small business to focus your attention and energy on ideas with real commercial potential.

The book is divided into five parts:

- Part A is concerned with your preparation for self-employment. It focuses on the initial decision to become self-employed and identifying sources of information and assistance that will help you to get started.
- Part B introduces IDEAS. It concentrates on how to find business opportunities and how to assess their commercial potential.
- Part C guides you through the start-up phase of getting into business. It looks at developing a business strategy, maintaining cash flow, meeting legal obligations, finding premises, buying a franchise and putting it all together.
- Part D examines small business marketing. It explores strategies for managing the marketing mix, advertising and promotion, and export marketing.
- Part E presents elements of small business financial management. It includes how to use financial information, profit planning, financing your business and taxation.

Over the past 25 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 me to be a spectator as they have gone about their business. I thank them for sharing their secrets with me and for allowing me to share their secrets with you in this new tenth edition of *How to Organise and Operate a Small Business in Australia*.

John English

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