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This guide for aspiring entrepreneurs provides expert advice on every aspect of launching a new business. It is designed to be of particular value for academics wishing to exploit the commercial value of a new technology or business solution. Inspiring and readable, it shows how to evaluate the strength of a business idea, how to protect inventions, reviews legal steps and responsibilities, shows how to position products in the market, how to create a business plan and raise initial capital. Case studies, exercises and tips demystify the process of starting a business, build confidence and greatly increase the chances of success.

Whether you are thinking about running a B&B or have already made the decision and are ready to start planning your business, this book will tell you all you need to know. If you are already established with a B & B, it will help you provide quality accommodation and maximize your earnings and occupancy rates. Their book will help you in: - Planning and preparing your business, including defining your market, budgeting, pricing, regulation and compliance, accounting and taxation. - Deciding what to offer - in

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guest bedrooms and for meals and drinks. - Dealing with practicalities, such as managing reservations and keeping records, taking payments, maintaining safety and security. - Marketing your B&B - setting your strategy, networking and making local contacts, advertising and PR, creating your own website. - Expanding your business and ultimately selling it. Also included is direction to a dedicated website to support you as you build your successful B&B business. This second edition has been completely and thoroughly revised and updated to include, amongst other new material, important changes in the area of regulation. REVIEWS: 'One of the most practical, well structured, easy to read and informative small business books I have come across. I would have no hesitation recommending it to anyone considering running a B&B.' P.B. 'If you're thinking of buying a B&B or you've just started in one ... buy it. 'Solid advice, well written, good, up-to-date info especially on marketing' The Times. AUTHOR BIOG: Louise and David Weston run their own B&B in Dorset. David is founder and Chief Executive of the Bed and Breakfast Association, the influential UK-wide trade association for B&B owners. David worked in the holiday business for 27 years and now runs his own marketing consultancy for service businesses - specializing in hospitality and tourism. Together Louise and David bring personal and professional experience to this book. CONTENTS: Introduction to the First Edition Introduction to the Second Edition Part One - Planning and Preparing 1. 'The individual is beautiful' 2. Before you start 3. Determining your market 4. Budgeting 5. Measuring success 6.

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Pricing 7. Classifying your B&B for business purposes 8. Applying for licences 9. Complying with fire regulations 10. Obeying food safety requirements 11. Further legislation 12. Managing your finances Part Two - Running your B 13. Organising guest bedrooms and catering 14. Making bookings 15. Managing arrivals and departures 16. Dealing with difficult customers and complaints 17. Marketing your B 18. Online marketing Part Three - What Next? 19. Expanding your business 20. Selling your business Websites Index.

Starting & Running a Restaurant For Dummies will offer aspiring restaurateurs advice and guidance on this highly competitive industry – from attracting investors to your cause, to developing a food and beverages menu, to interior design and pricing issues – to help you keep your business venture afloat and enjoyable at the same time. If you already own a restaurant, inside you'll find unbeatable tips and advice to keep bringing in those customers. Read this book, and help make your dream a reality! Starting & Running a Restaurant For Dummies covers: Basics of the restaurant business Researching the marketplace and deciding what kind of restaurant to run Writing a business plan and finding financing Choosing a location Legalities Composing a menu Setting up and hiring staff Buying and managing supplies Marketing your restaurant Health and safety

The nuts-and-bolts for building your own online business and making it succeed Is there a fortune in your future? Start your own online business and see what happens.

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Whether you're adding an online component to your current bricks-and-mortar or hoping to strike it rich with your own online startup, the sixth edition of this popular and practical guide can help. Find out how to identify a market need, handle promotion, choose Web hosting services, set up strong security, pop up prominently in search engine rankings, and more. The book explores the hottest business phenomenon today—social media marketing—with full coverage of Twitter, Facebook, blogs, and other technologies that are now firmly part of the online business landscape. Dives into all aspects of starting and establishing an online business, including the very latest big trends Highlights business issues that are of particular concern to online businesses Reveals how to identify a market need, handle promotion, choose Web hosting services, set up strong security, pop up prominently in search engine rankings, and more Covers the hottest social media marketing opportunities, including Twitter, Facebook, YouTube, and blogs Shows you specific types and examples of successful online businesses Provides the latest on B2B Web site suppliers, such as AliBaba.com Build a better online business from the ground up, starting with Starting an Online Business For Dummies, 6th Edition!

This book really does what it says on the cover and guides the reader in an easy-to-read, practical way on every aspect of the know-how needed to plan and start up their own business. From advice on putting together a business plan to useful tips on how to avoid the many pitfalls likely to be encountered, this is a compendium of how to do it

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and what problems to look out for. It will be invaluable both when setting up and running your own business. In his 24 years as a business adviser and trainer, Kim Hills Spedding has helped more than 4,500 people set up businesses in the U.K. and understands that it is very often the very practical matters that are the most difficult hurdles for anyone setting out alone in business.

Guides you through a comprehensive, practical and personalised process as you negotiate the pitfalls and reap the rewards of starting your own coaching business. This title helps to establish and develop your coaching practice by identifying how you will handle each of ten key aspects of your business

Ever been tempted to try a marathon? Maybe you've just started running, perhaps you're gaining confidence, or are you already well on your way to conquering the iconic distance? Whatever stage you're at on your journey, join marathon man Vassos Alexander as he shows us why we shouldn't be afraid of the big 26.2.

The fast and easy way to start and run an online business Starting an online business is no longer a novelty. It's a fact of life for individuals and established companies alike. The good news is that e-commerce and the practice of selling goods and services through a Web site and is not only here to stay, but it's thriving. More good news is that the steps required to conduct commerce online are well within the reach of ordinary people, even if you have no business experience. All you need is a good idea, a bit of start-up cash, computer equipment, and a little help from the practical, hands-on information in Starting and Running an Online Business For Dummies. With strategies to help you identify your market, design your website,

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choose services, trade securely, boost sales, and stay ahead of the competition; Starting and Running an Online Business For Dummies is just what you need to succeed. You'll discover how to open an online business in ten easy steps, how to select the right web host and design tools, why giving your e-business site structure and style is vital, techniques on attracting and keeping customers, and much more. Advice on how to get your business on the Web quickly and economically Completely revised and updated Includes the latest information on web hosting, search engine optimization, pay-per-click advertising, harnessing the power of social media marketing, and more Whether you're a budding entrepreneur or a small business owner looking to expand your business online, this up-to-date and easy-to-follow guide covers all the essentials you need to know to get on the Web quickly and economically, without all the technical jargon and hype bogging you down.

Your own in-house legal advisor—at a fraction of the cost Written in plain-English for business people without any legal training, Law For Small Business For Dummies covers everything you need to be aware of regarding the law when you're starting and running your own business. Cutting through the jargon that can make even the pros scratch their heads, this book quickly gets you up-to-speed on the key areas of business law, including contracts, websites, intellectual property, data protection and partnership agreements. Plus, you'll find out how small business law applies to advertising and marketing, confidentiality agreements, the sale and supply of goods (including e-commerce), negligence and product liability. There were 526,000 new businesses registered in the UK in 2013—and, at some point, all of them will be faced with legal risks that could make the difference between success and failure. One claim could wipe out a fledgling business' profits, and hit even big businesses harder than they could

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ever imagine. If you're the owner of a new business and need to get a handle on the ins and outs of small business law—and don't have the budget to employ an in-house legal advisor—this trusted, approachable guide is your answer. Covers the laws surrounding the most common risks small businesses face Addresses how to deal with legal issues before a potentially costly dispute arises Provides access to handy sample contract templates on Dummies.com Serves as your own in-house legal advisor—at a fraction of the cost If you're an existing business owner or an aspiring entrepreneur thinking about starting your own business, *Law For Small Business For Dummies* gives you answers to questions you didn't even know to ask!

Starting a business? Don't sweat it! With all-new content and updates reflecting the latest laws, business climate, and startup considerations, *Starting a Business All-In-One For Dummies, 2nd Edition*, is the book you need if you're starting a business today. Inside, you'll find the most important practical advice you need to start any type of business from the ground up, distilled from 10 bestselling *For Dummies* business titles. Covering all startup business phases through the first year of operation, this guide will help you turn your winning idea into a winning business plan. You'll get simple step-by-step instructions as you go, all the way to marketing, branding, taxes, and human resources. Start up a dream business from scratch Write a winning business plan Secure financing Manage your risks successfully Navigate your first year of operation If you're a go-getter looking for a way to launch a great idea and be your own boss, *Starting a Business All-In-One For Dummies* prepares you to beat the odds and become successful in your sector.

Written by a team of business and finance experts, *Starting & Running a Business All-In-One For Dummies* is a complete guide to every aspect of setting up and growing a successful

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business. Featuring straight-talking advice on everything from business planning and marketing, managing staff and dealing with legal issues, to bookkeeping and taking care of tax obligations, this book is your one-stop guide to turning your business plans into profit. This amazing all-in-one guide brings together specialists in finance, bookkeeping, planning, marketing and sales, staffing, taxation and more, all of them eager to share their hard-won expertise with you. Discusses ways to identify new business opportunities and how to put together a business plan Get the scoop on securing the financing you need to get started Includes tips on finding, managing, and retaining excellent staff Offers information on marketing and selling your products or services

The definitive guide to starting and running a small business The Smarta Way to Do Business is the first definitive handbook for starting a business to bring you advice from real-world entrepreneurs who've been there, and done that. Packed with everything you need to know to start and run a successful business, straight from the UK's leading experts, this is the insider's guide YOU need to build a successful business right NOW. Featuring exclusive video interviews with anyone who's anyone in the world of entrepreneurship, including Theo Paphitis, Deborah Meaden, Duncan Bannatyne, Sarah Beeny, Doug Richard, Martha Lane Fox, Caprice, Sahar Hashemi, and more, the book also brings you unique insights from Peter Jones, Mike Clare, Julie Meyer, Rachel Elnaugh and many others! Loaded with exclusive video interviews and expert expertise The complete start-up pack from the UK's high-profile online platform for entrepreneurs Packed with insider advice on starting your own business Whether you're just starting out, looking to take your business to the next level or exploring how social media and emerging technologies could boost your customer sales, The Smarta Way to Do

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Business has the answers you're looking for.

The Label Machine: How to start, run and grow your own independent music label is the first book to give music artists practical step-by-step comprehensive instructions for setting up and running an independent music label. It features a detailed breakdown of how each part of the industry works, including copyright in the UK and US, record label set-up, record releases, and royalty collection. Provides in-depth guides on marketing, covering; traditional PR, Facebook and Instagram advertising, Spotify playlisting, and fan growth. Includes templates for record label and management contracts, marketing and promotion schedules, press releases, and fan email automation.

A comprehensive guide to running a retail store, with advice on hiring and training, licenses and registrations, working with customers, and learning the retail market.

Whether you're a budding entrepreneur or a small business owner looking to expand your business online, this up-to-date and easy-to-follow guide covers all the essentials you need to know set up a website and start trading quickly and profitably. With strategies to help you identify your market, design your website, choose services, trade securely, boost sales and stay ahead of the competition, this book is just what you need to succeed.

Thinking of starting a business but don't know anything about business finances, tax or accounts? This book will tell you everything you need to know in an easy to understand way by an accountant who grew his practice from no clients when he

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started to over 400 clients all over the UK. Covering such topics as: Whether you should be a limited company or self employed? What part of business finances do you really need to understand and which parts can you ignore. Whether you become VAT registered. When your tax is due and how much it will be. Setting up bank accounts. Getting paid by your customers. Managing your cash flow. Getting your pricing right. Russell Smith has worked with over 400 clients all across the UK and is a national expert on small business tax and accounts. His clients include doctors, dentists, psychologists, web-designers, musicians, marketing agencies, IT contractors, artists, graphic designers and many more. Russell Smith is the only chartered accountant in the world to blog every day - you can find it at www.rsaccountancy.co.uk/daily-blog. Russell also has a YouTube channel where he releases weekly 2 minute finance basics: www.youtube.com/RussellSmithtips. There is also a free tax, accounts and profit review with customised action plan worth 200 for readers of this book. The aim of this book is to pass on the experiences which Deborah Hunt had in setting up and running a B & B in France. Her change of lifestyle meant a lot of hard work, but with lots of fun in between - which kept her going. CONTENTS: 1 Before you begin 2 Choosing the property 3 Buying & renovating 4 Inside 5 Barns & outside 6 Breakfast, dinner & tea 7 Keep it clean 8 Make it pay 9 Gites,

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activity holidays 10 Publicity 11 The staff 12 The customers who make it all possible About the author DEBORAH HUNT and her husband, both architects by profession, ran a successful B & B in Southern France for ten years. They had no knowledge of the hotel trade when they started. Deborah's book passes on the benefit of their own experience of setting up and running a profitable B & B in France.

Start a Cleaning Business on a Shoestring is a comprehensive and easy to understand guide to starting and running a successful UK domestic cleaning agency, based on the author's own experience. Compared with other business start-ups a cleaning agency offers many advantages: Can be run from home. Relatively low start up costs. Recession resilient. Quick to set up (you could be earning money within 2 weeks). Easy to learn. High profit margins. Fantastic income potential. White collar opportunity (you don't do the cleaning, you manage) This book is broken down into a logical sequence allowing the reader to move effortlessly from the planning phase, to launch and then on to the day to day running of the business. Clear step by step guidance is provided throughout with specimen contracts, forms, marketing and presentation materials provided. In short, everything you need to start a cleaning business is included. The author even offers valuable bonuses when you buy his book: trade prices on your

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printed materials. half price advertising in a leading UK on line cleaning directory. a low cost website building service a low cost document customisation service Starting and running a cleaning agency is not rocket science; it simply requires commitment and basic organisation skills. Simply signing up two new clients per week will put you on target to earn in the region of £80,000 per annum, by the end of your second trading year. All this is possible without having to run payroll, provide cleaning materials and equipment or do any cleaning work yourself. You can even run the business part time and the author explains how you can accomplish this. Why spend upwards of £10,000 for a cleaning franchise when you can learn how to start a successful cleaning agency on a shoestring!

This step-by-step guide on setting up own complementary health care practice, covers every aspect of starting up a new practice, taking into account the wide range of practice requirements from the very simple (e.g. in therapist's own home) to the more ambitious (e.g. buying premises from which to set up a clinic). It addresses all the legal requirements, detailed and precise financial calculations, and the mechanics of how the therapist goes about making their vision a reality. Day-to-day aspects that need to be considered when the practice is up and running are covered. Gives clear advice on legal and financial requirements, the production of a marketing strategy and the presentation of the

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precise financial calculations required for a business plan, with worked examples Includes detailed information on how to write a business plan, with a numerically linked example Covers day-to-day aspects of running a practice International in its approach, the book contains extensive lists of useful web addresses for access to up-to-the-minute information Financial templates are supplied as appendices The book offers key advice for all therapists - chiropractors, osteopaths, massage therapists and complementary therapists - and is suitable for undergraduates, newly qualified practitioners and experienced practitioners looking to either start up or develop and grow their practice.

Written for people who are planning, starting or running a nursery, this book provides an integrated approach to relevant business and child-care issues. It includes advice on market research, planning and acquiring premises, promoting the nursery, finance, banking, and managing a nursery business, including the management of staff. There are chapters on providing for children and working with their parents, and regular check-lists for the development of action plans. Launch your new business with confidence and skill using the latest guidance from the UK's most trusted small business guru Starting a business is one of those courageous and audacious decisions that many of us dream about. If you're ready to take the leap and turn your great idea into action, or you already

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have, you'll need to arm yourself with the best strategies you can find. In *Starting a Business For Dummies: UK Edition*, business growth expert Colin Barrow, MBA, provides these strategies as he walks you through every critical step in launching your company. From writing your first business plan to surviving and thriving in your first year, and everything in between, you'll learn how to go from concept to revenue, handle the post-Brexit United Kingdom regulatory and tax environment and utilise public grants and incentives to help get you off the ground. You'll also:

- Understand how the UK business landscape has been impacted by Brexit and COVID-19 and the practical steps you can take to adapt
- Finance your new venture with grants from the UK government and enjoy brand-new tax incentives aimed at R&D and innovation
- Find your inspiration with motivating case studies of real-world successes who conquered every challenge the market threw at them

You've spent your life building the skills you'll need for this moment. Let *Starting a Business For Dummies: UK Edition* show you how to apply them for maximum effect as you grow your company from an idea into an unstoppable juggernaut.

A new and totally revamped edition of the thoroughly successful start up guide. It's already helped thousands of aspiring street food traders swim through the paperwork, navigate the legalities and dodge the common mistakes. The author talks you through the whole process

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using concrete examples and stories from when their business was just starting out. This is the book you need to read to have the confidence, know-how and inside knowledge to make your street food business a success, first time. Topic covered include: Skills and qualifications needed (spoiler: anyone can do this!), health and safety, choosing business structures, going full time, branding and social media, methods of trading, how to apply for and secure events, making those events profitable and how to make long term money out of street food. Along with tons of other useful advice that doesn't fit into the categories above - ever wondered what the number of loos can tell you about a festival? Now that the first wave of street food madness has settled there has never been a better time to start out. There is unprecedented demand for street food, and all you need to do is get out there and sell it. Many of the original traders have moved on into restaurants or are now running their own festivals, leaving a gap in the market that is just the perfect shape for that idea you were considering last time your day job really started to grate.

Designed specifically for students new to the study of business, this book explores the global range of environments within which business operates. Wetherly and Otter encourage critical thinking via a unique 'themes and issues' approach, which reflects the integrated, dynamic reality of businesses today.

"Completely revised and updated"--Cover.

Seminar paper from the year 2011 in the subject Business economics - Company formation, Business Plans, grade: A, University of Kent, language: English, abstract: Starting a business has remained a major challenge to various individuals in regard to how to go around with the activities involved. The United Kingdom has a ready market for any business to start and

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develop successfully due to the various support available to help the start-ups. However, various business support has necessitated the start and successful running of these businesses (Napier, 2006). Business start-ups can be successful if appropriate assistance can be received from the right experts. It will be important to understand how various key factors will affect the business. These key factors may include: finance, labor resources, type of product and management required, materials and corporate social responsibility the business will have. Business start ups can however learn from other businesses that have operated the same line and choose the right way to perform their operation. Business support systems have been established from the long standing market effects that have been experienced by other businesses. This therefore makes it possible for business start ups to be assured of great opportunities and accurate steps while addressing various issues encompassing their operation (Moore, et al., 2006). This support systems are varied and they include, Training and research development, Finance and law, marketing and government regulations. These are some of the core and most crucial supports for businesses in the United Kingdom.

Wish you could turn your talent for cake baking and decorating into a profitable business? Then this is THE book for you Written exclusively for the UK market, this book covers every aspect of running a cake business from home From setting yourself up as a proper business, the rules and regulations you'll need to follow to legally work from home, pricing your cakes for maximum profit, building a great website and online presence, right through to marketing yourself locally and online PLUS how to expand your business when the time comes.....this is THE essential business guide for any would-be cake business owner PLUS - Interviews with successful cake business owners - discover how they launched and grew their own successful

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cake businesses from home. Pick up lots of "tips of the trade" and prepare to be inspired

Starting your own UK business is an exciting - and challenging - time. This updated edition of the startup classic shows you how to build a business agile enough to take advantage of emerging trends and opportunities, and sturdy enough to weather any storm. Packed with real-life examples and links to hundreds of valuable resources, *Starting a Business For Dummies*, 4th UK Edition gives you what you need to make the leap from employee to successful entrepreneur with confidence. All your favourite, trusted content has been updated including:

- Laying the groundwork and testing the feasibility of your business idea
- Writing a winning business plan and finding funding
- How to operate effectively, including managing your finances and employing people
- Growing your business and improving performance

New content includes:

- The latest funding schemes, including government funding and crowdfunding
- Tendering for public sector work
- Avoiding business cyber-crime
- Franchising and pop ups
- Exporting (the government has set a target of doubling the number of exporting companies by 2020)
- Environmental impact (a recent survey found 77% of SMEs wanted to know how to measure and improve their environmental impact)

What are my start-up costs? How much will my store make? Should I sell online? How can I compete with larger stores? If you've ever considered owning a store but don't know where to start, *The Everything Guide to Starting and Running a Retail Store* is perfect for you. This resource will help you recognize the importance of an independent retail store in community life and the opportunities it offers for a rewarding lifestyle. This comprehensive guide shows you how to:

- Spot and capitalize on small retailer trends
- Conduct your own market analysis
- Research and select the most appropriate retailing software
- Run your business day to day

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Attract customers with effective advertising Make the leap to online selling This helpful handbook offers practical advice on retail store planning and management with valuable guidelines and real-world examples that can make the difference between your store's success and failure. This guide provides all the tools you need to run a store that your customers--and you--will enjoy for many years to come!

The fast and easy way to start and run an online business Starting an online business is no longer a novelty. It's a fact of life for individuals and established companies alike. The good news is that e-commerce and the practice of selling goods and services through a Web site and is not only here to stay, but it's thriving. More good news is that the steps required to conduct commerce online are well within the reach of ordinary people, even if you have no business experience. All you need is a good idea, a bit of start-up cash, computer equipment, and a little help from the practical, hands-on information in Starting and Running an Online Business For Dummies. With strategies to help you identify your market, design your website, choose services, trade securely, boost sales, and stay ahead of the competition; Starting and Running an Online Business For Dummies is just what you need to succeed. You'll discover how to open an online business in ten easy steps, how to select the right web host and design tools, why giving your e-business site structure and style is vital, techniques on attracting and keeping customers, and much more. Advice on how to get your business on the Web quickly and economically Completely revised and updated Includes the latest information on web hosting, search engine optimization, pay-per-click advertising, harnessing the power of social media marketing, and more Whether you're a budding entrepreneur or a small business owner looking to expand your business online, this up-to-date and easy-to-follow guide covers all the

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essentials you need to know to get on the Web quickly and economically, without all the technical jargon and hype bogging you down.

The discourse of 'Better Regulation' is a hot topic, intimately associated with the drive for cost savings and a more efficient economy. In the UK and in the EU, rule-makers have lately endeavoured to achieve a more satisfactory balance between the demands of proper protection from market failure and inequity on the one hand, and commercial freedom and the potential for innovation on the other. But who is the regulator listening to, and what effect does this have on the regulatory pattern governing the integrating EU market? What is best practice in the matter of regulatory assessment. The essays in this collection explore these and other questions and will foster greater understanding of UK and EU regulation, the accountability issues involved, and problems of enforcement. It is no coincidence that since efforts to construct a Constitution for Europe have stalled the attention of policy-makers, politicians and the business community has turned instead to the quest for Better Regulation - or perhaps, it might be said, a "Better European Union".

LIKE CARRYING AROUND YOUR OWN BUSINESS LAWYER, BUT WITHOUT ALL THE TALKING AND BILLS. Birth to Buyout gives you a straightforward, easy-to-grasp understanding of the business law questions and answers you need to run your business and prosper. Packed with refreshingly candid information, Birth to Buyout tackles business law topics in terms you can understand. Organized to guide you through all stages of your business - from Birth to Buyout - you learn: **SET UP A COMPANY** * The difference between Corporations, S-Corporations and Limited Liability Companies * How to pick the right entity for you * Where you should set up your company * How to pick a company name * What to take to

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the bank when you set up your company bank account * What to put in your business plan
YOU AND YOUR PARTNERS * The big conversation you and your partners need to have at
the beginning of your venture * Picking officers, officer titles and salaries * How to make sure
you can get out when you want * How to kick out another owner * Setting up your Board of
Directors * Dangers of serving on the Board * How to be a great Board member GETTING
FUNDED * The difference between debt and equity * What investors expect from you * The
parts of an investment deal * How to divide control between founders and investors * Securities
laws * Sources of debt financing * Parts of a loan * Building business credit INTERNET
CONTRACTS * What you need to put in your website privacy policy and Terms of Use *
Avoiding liability from user generated content * Kids information under COPPA OFFICE
LEASE * Negotiating the rent * Difference among net leases, double net and triple net leases
EMPLOYEES & INDEPENDENT CONTRACTORS * What goes in an employment contract *
Noncompetes * Union contracts and collective bargaining * Nondiscrimination laws * Screening
candidates, including immigration forms * How to follow rules about minimum wage and
overtime and payroll INTELLECTUAL PROPERTY * Trademark * Copyright * Patent * How to
get the rights through licensing or buying the IP MANUFACTURING * How to plan your whole
manufacturing and fulfillment process * How to get a prototype made * How to discover the
regulations you have to know about and follow * How to hire a manufacturer SALES AND
MARKETING * How to get your product sold * Distribution channel options * Advertising and
promotions * How to comply with advertising laws * What goes into your contract with
distributors or sales agents * CanSpam and telemarketing rules GETTING PROTECTION
AGAINST LIABILITY * Contracts * Insurance and Bonds * Vigilant Due Diligence GETTING

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RICH * Valuing a business * Valuing stock * Process of selling your company * Term Sheets * Representations and Warranties * Closing * Post closing * Tips to make for a peaceful sale AND, THERE'S A STORY - MEET HAP, HAZARD AND A LAWYER NAMED GRAVITY. Birth to Buyout is not just a business law almanac. Birth to Buyout spins forward on the story of two cubicle workers who make a run for entrepreneurship just as big corporate culture is closing in, all with the help of their corporate lawyer (if you just want the law, you can skip the story pages). Birth to Buyout was written to be an easy-to-follow guide to business law. That's why: * All explanations are in plain English * Charts and diagrams are used to make the law clear * The book celebrates American entrepreneurship and how it can truly set you free

Starting & Running a Restaurant For Dummies will offer aspiring restaurateurs advice and guidance on this highly competitive industry from attracting investors to your cause, to developing a food and beverages menu, to interior design and pricing issues to help you keep your business venture afloat and enjoyable at the same time. If you already own a restaurant, inside you'll find unbeatable tips and advice to keep bringing in those customers. Read this book, and help make your dream a reality!

Starting & Running a Restaurant For Dummies covers:

- Basics of the restaurant business
- Researching the marketplace and deciding what kind of restaurant to run
- Writing a business plan and finding financing
- Choosing a location
- Legalities
- Composing a menu
- Setting up and hiring staff
- Buying and managing supplies
- Marketing your restaurant
- Health and safety

Running a Restaurant For Dummies (9781119605454) was previously published as Running a Restaurant For Dummies (9781118027929). While this version features a new Dummies cover and design, the content is the same as the prior release and should not be considered a new

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or updated product. The easy way to successfully run a profitable restaurant Millions of Americans dream of owning and running their own restaurant — because they want to be their own boss, because their cooking always draws raves, or just because they love food. Running a Restaurant For Dummies covers every aspect of getting started for aspiring restaurateurs. From setting up a business plan and finding financing, to designing a menu and dining room, you'll find all the advice you need to start and run a successful restaurant. Even if you don't know anything about cooking or running a business, you might still have a great idea for a restaurant — and this handy guide will show you how to make your dream a reality. If you already own a restaurant, but want to see it get more successful, Running a Restaurant For Dummies offers unbeatable tips and advice for bringing in hungry customers. From start to finish, you'll learn everything you need to know to succeed. New information on designing, re-designing, and equipping a restaurant with all the essentials—from the back of the house to the front of the house Determining whether to rent or buy restaurant property Updated information on setting up a bar and managing the wine list Profitable pointers on improving the bottom line The latest and greatest marketing and publicity options in a social-media world Managing and retaining key staff New and updated information on menu creation and the implementation of Federal labeling (when applicable), as well as infusing local, healthy, alternative cuisine to menu planning Running a Restaurant For Dummies gives you the scoop on the latest trends that chefs and restaurant operators can implement in their new or existing restaurants.

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