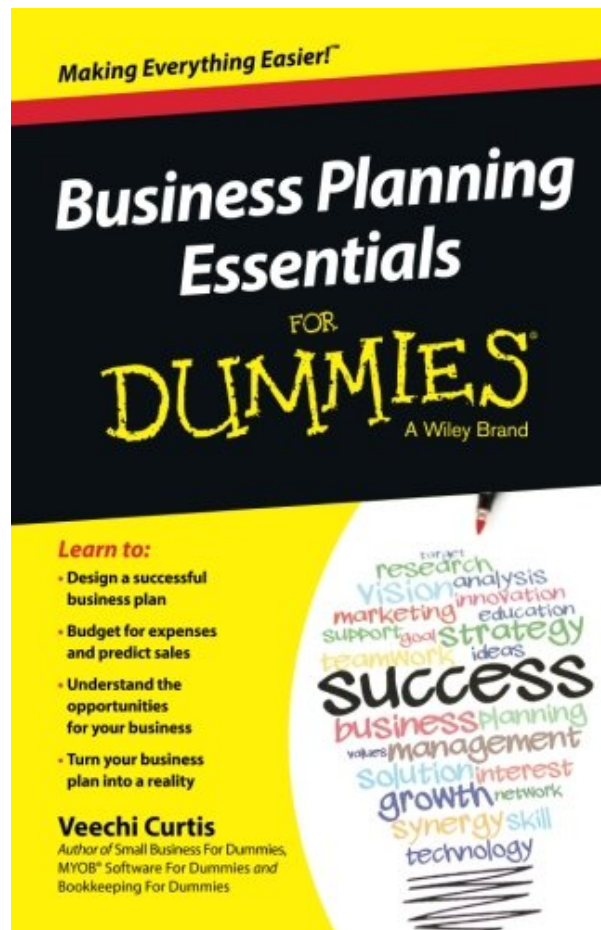


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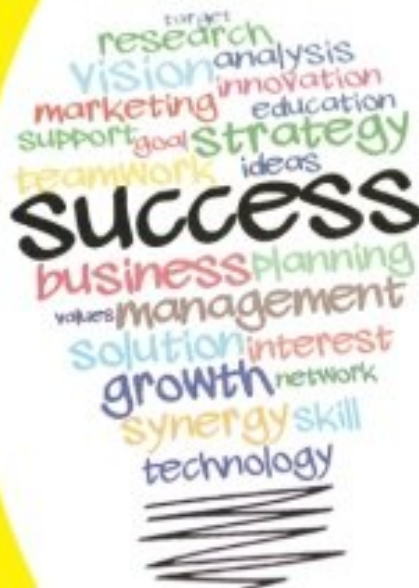
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Veechi Curtis

Author of Small Business For Dummies,
MYOB® Software For Dummies and
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- Get your feet wet — identify your strengths and let your plan take flight
- Separate yourself from the pack — understand your competition and establish your competitive advantage
- Show me the money — create a start-up budget, calculate costs and plan for expenses
- All about marketing — define your target market, set sales goals and get a handle on customer service
- Put your plan on paper — plug in the financials and set milestones for every step of the way

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- How to analyse competitor and industry trends
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- Ways to figure out prices and forecast sales
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- Questions to ask before signing off on your plan
- Links to downloadable online resources

About the Author

Veechi Curtis is a qualified accountant and consultant who specialises in teaching small businesses about technology and finance. She is the author of several bestselling For Dummies business titles.

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- Serves as an ideal refresher or introduction to the topic in an affordable small-format edition
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