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How to Grow Your Business- For Entrepreneurs

Alex Blyth

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Alex Blyth : How to Grow Your Business- For Entrepreneurs before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Grow Your Business- For Entrepreneurs:

Entrepreneurs face a constant struggle to make a profit. They are entirely caught up in the day-to-day race against ever more demanding customers, rising material costs, a mounting tax and regulatory burden, increased international

competition, and an ever more challenging labour market. They rarely have time to get away from this ongoing struggle, to think about what they could do to find new customers, manage existing customers more effectively, cut operating costs, minimise their red tape, and get their staff working more productively. Yet, they know that if they could make even small improvements in those areas they would be able to revolutionise their businesses and their lives. They are not alone in this. Few executives at larger companies have the time to address these issues. However, executives at larger companies usually do have the budget to hire consultants to advise them in all these areas. Entrepreneurs don't. They have neither the time nor the money to address these issues. Furthermore, entrepreneurs tend to be conquerors, rather than empire builders. Very often those who are best equipped to make it through the early years, are least well-equipped to build on that early success. Yet they are desperately keen to see a reward for all the work they put in to get their enterprises off the ground. They have both a need and a desire for advice on how to take their businesses forward. This book is a practical guide, showing them how they can make those improvements with minimal investment of time or money. The ideas will be simply expressed, the action points will be clearly achievable, and the theory will be illustrated with examples of small businesses that have already grown by following this path. By reading this book, and by following each of the action points, every entrepreneur will be able, over time, to cut costs, increase sales and boost profits. It will revolutionise those businesses.

From the Back Cover How to grow your business for Entrepreneurs If you're an entrepreneur, you're more likely to be a conquerer than an empire builder. But if you want your business to succeed in the long-term, you need to excel at both the challenge of creating a new idea and building secure foundations to give it every chance to survive into the future. How to grow your business for Entrepreneurs shows you how to do just that – you'll find out how to: Delegate in order to grow your business Get the right people in and develop their talents Grow a long and prosperous relationship with your customers Get the financials right so your business has a real future There are all sorts of exciting ways to grow your business and make improvements. How to grow your business for Entrepreneurs will show you how to ~ Make changes, with minimal investment in time and money, that have a big impact on sales and profit. Find new customers and make the most of your existing customers to boost sales Discover 'secret' tips and tricks to cut costs and increase your outgoings How to grow your business for Entrepreneurs will help you escape the struggle for profit, giving you an extensive toolkit to increase sales and profit without the fight. Endorsements- Whether you are an entrepreneur or Director of a company, you need to read this book. Dr. Shai Vyakarnam: Director Centre for Entrepreneurial Learning, Judge Business School, University of Cambridge Take your business to the next level – read this book before your competitors do. Dr Sally Ernst, UK President, Entrepreneurs' Organisation (www.Eonetwork.org) This book is applicable to all stages of growing a business. It's full of helpful exercises and quick tips – Alex clearly recognises entrepreneurs are short of time! Reshma Sohoni, CEO, Seedcamp About the Author Alex Blyth is a freelance journalist who has spent many years writing for publications in the small business and enterprise sector, such as Director, First Voice, New Business, Accountancy, PR Week, Retail Week, Print Week, and so on. You can find out more, and read hundreds of published articles, at www.alex-blyth.co.uk. Before he became a freelance journalist he managed a small business. He recruited and managed a team of 20 people, and was responsible for a client base worth 1.5 million. During that time he faced many of the issues that his book will address.