



Small Business For Dummies - Australia & New Zealand (For Dummies (Business & Personal Finance))

Veechi Curtis

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Take your small business to new heights

Thinking about starting a new business? Searching for new ways to run your small business better? Whether you're starting your own business from scratch or looking to grow an existing venture, this easy-to-follow guide helps you reach your small business dreams. Covering everything from marketing and business planning to legal structures and building a positive online presence, this updated edition of the bestselling *Small Business For Dummies* is the essential guide no Australian or New Zealand small business owner should be without!

Unfortunately, nearly half of small businesses in Australia and New Zealand fail within their first year of operation. But the good news is that with the right business acumen, the odds don't have to be stacked against you—and that's where this friendly guide helps! Inside, you'll discover how to develop a blueprint for success with a winning business plan, find your unique selling point and get it out to the masses, deliver on your customers' expectations, secure high rankings on search engines to get your website seen, recruit the best employees to build an unstoppable team and so much more.

- Includes dedicated chapters for retailers, manufacturers and wholesalers
- Covers the rules on superannuation, pay rates and OH&S
- Shows you how to market your business more effectively
- Guides you step-by-step through putting your business online

Squash issues before they arise, pounce on opportunities the competition has missed and make your small business thrive with the help of *Small Business For Dummies*.

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