



Starting a Successful Business: A Step by Step Guide (Paperback)

By Rajan Chhibba

Penguin Books Australia, Australia, 2003. Paperback. Condition: New. Language: N/A. Brand New Book. Few things can be more heady than the pleasure of setting out on your own as an entrepreneur. The budding business may consist of just a table and a chair and a freshly painted signboard, with only the promise of clients to come. But, in the words of one entrepreneur, it gives you a feeling of being totally in control of your destiny. In most cases, however, new businesses run out of steam in the first three years. In *Starting a Successful Business*, Rajan Chhibba, a marketing consultant who has been an entrepreneur himself, sets out the factors which go towards success and the pitfalls one must avoid in those first, crucial 1,000 days of starting an enterprise. He offers a step-by-step guide to the priorities in this period, illustrating his points with numerous examples, and explains, among other things, the best way to approach a bank for finance, organize your staff strengths and hone your marketing skills. For anyone setting up a business, this book provides a perfect guide to the strategies and methods required to rank among the entrepreneurial elite.

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