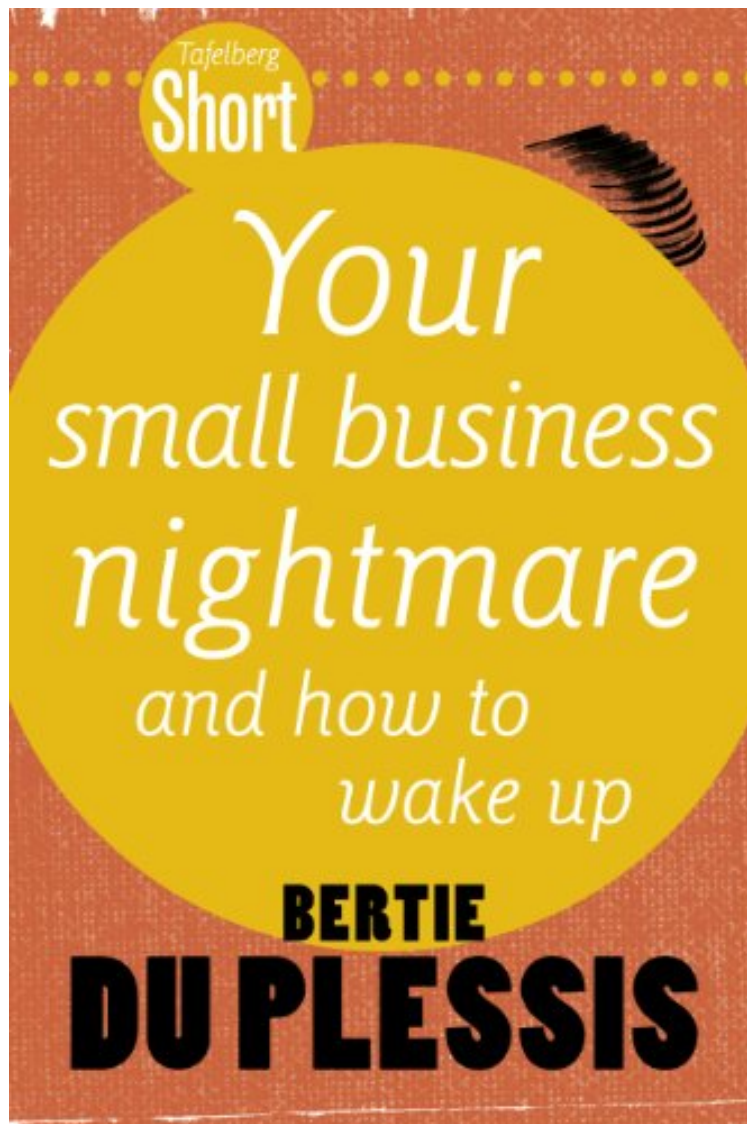


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Bertie du Plessis

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0 of 0 people found the following review helpful. The ultimate small business manual By D. S. Blaauw Absolutely brilliant book, the shortest and by far the best book on business I have ever read. A must read for business people, not

wannabe academics trying to tell you how to run business.0 of 0 people found the following review helpful. one that is extremely difficult to get into or one that is easy? Many small business owners chose their field because ...By Ian MannIf you are a small business owner in South Africa, you are probably working 63 hours a week. Those who are employed by others are working about 40 hours a week. 35% of small business owners would go back to fulltime employment if they could find something suitable. Many are trapped in a nightmare of fear, frustration and hopelessness.Bertie du Plessis believes it that it does not have to be this way. He has identified 13 reasons for your predicament and many practical suggestions for rectification.The first reason he gives for your business being a nightmare relates to your choice of industry. Which industry would most people want to join, one that is extremely difficult to get into or one that is easy? Many small business owners chose their field because it was easy to enter. The industry did not require years of education or large amounts of capital.The problem with this line of thinking is that many other people have, or are going to enter that same industry making it crowded with competitors. Paediatric neurosurgeons do not have this problem. Few people have the ability to do their work, and it requires almost a decade of post high school education.Unlike industries with low barriers to entry, paediatric neurosurgeons can charge high fees that are not going to be driven down by competition. People selling apples individually from the case they bought will soon find that competition requires them to lower their prices just to stay in the game, leaving little over at the end of the 60 hour week.Small business owners are the business, or most of it. As such, their natural talents need to match the work that they will be performing. If you have been interested in food ever since you were a child, and have grown into a magnificent home chef, you are not necessarily suited to running a restaurant. The reason is that a running a restaurant is only partially related to cooking fabulous food. There are so many other talents you will need.As the restaurant manager, you will need to master buying food in appropriate quantities so little if any goes to waste. You will need to be able to keep a set of accounts. You will need to be able to manage and motivate your staff. You will need to be vigilant to ensure neither your food,yoursquo;re your money is stolen. You will need to be friendly and outgoing to patrons all day, every day.Your talent for home entertainment would clearly be insufficient. If you do not have the full skill set required, you will need to team up with people who do. Maybe you need to go back in to the kitchen and allow your partner to run the business aspects.If you could tick the two requirements above ndash; an industry that is not overcrowded and that is a match for your talents, you can still be in nightmare territory.Sticking with the restaurant example, you could find that your well patronised business is losing money despite the number of tables you serve each night. You will only make money if you are charging enough to cover all your costs and more. To do this, you will need to know how much you are spending each day, week and month. Not having reliable management accounts that can give you answers, condemns you to guessing. Most people guess wrong.Included in your costs must be the lsquo;managerrsq; salariesrsquo; (yours!) Only after you have paid yourself the going rate for the value of your service and covering all other costs is your business profitable.Small businesses are vulnerable businesses, and small have a extremely small room for error. It is little wonder that the owners tend to price their products or services lower than larger businesses for fear of losing the sale. Competing on price could be fatal, especially against businesses that buy more than you and so can demand better prices.The error of offering lower prices than your competitor can be compounded by not having a reliable accounting system.If you have a small business and it is not providing you with a reliable, good living, you should read this book exceedingly slowly. Think through each of the 13 reasons for failure and do a thorough self assessment. Then read the remedies, consider each carefully, and adapt them to your circumstances.You will be so pleased you did. This is a valuable book.Readability Light +---- SeriousInsights High -+---- LowPractical High +---- Low Ian Mann of Gateways consults internationally on leadership and strategy1 of 1 people found the following review helpful. No Wriggle Room For ExcusesBy Jacques de VilliersWhen I downloaded the book I felt cheated. It was so short! How could anything worthwhile come out of what turned out to be less than an hour's read?However, I was pleasantly surprised. The hour I spent reading Your Small Business Nightmare and How to Wake Up, was one of the most fruitful I've spent in a long time.Although this is a short book, it is not an inconsequential one. I've been running my business close on 16 years now and I wake up (still) in the dark hours of the morning stressing about the unruly teenager it has become.Dr du Plessis's book came to me at the right time as these works tend to do. It confirmed to me what I already know and am not doing and should be doing. His 13 hard-hitting "home truths" gave me no wriggle room for excuses. The book starkly highlighted the gaps in my current business thinking.It is not a comfortable read in the sense that it tests your beliefs about how you are running your business. It forces you to ask the hard questions that you hoped you would never have to account for.Three "home truths" that rattled my cage and gave me massive reason to pause:- Is your business destined to die and can you do anything about it- Is your personality and talents suited for the business you are currently in- Are your expensive employees (specifically me) cheap labourers doing work way below your pay gradeAlthough Dr du Plessis makes it clear that the book is for current business owners, he implies that it would not be a bad idea for start-up business owners to read it. I disagree. They haven't felt the pain like existing small business owners have and they are not ready for this book. But, I have no doubt that when they feel the pain, as they will, this book will appear and give them a chance to reflect on how to wake up from their small business nightmare.So, if you're not afraid to face your business demons, you should consider purchasing this book. Of course, if you don't want to wake up from your small

business nightmare, just mosey on to the fantasy section of Kindle.

Do you work yourself to death without making enough money? Are you at the crossroads and don't know where to turn next? If your small business dream has turned into a nightmare, then this book is for you. Business consultant and popular blogger Bertie du Plessis provides you with sensible, realistic ways of getting yourself out of the mess - and into the black. Packed with hard-won, straight-talking advice along with the home truths you need to know in order to survive and thrive.