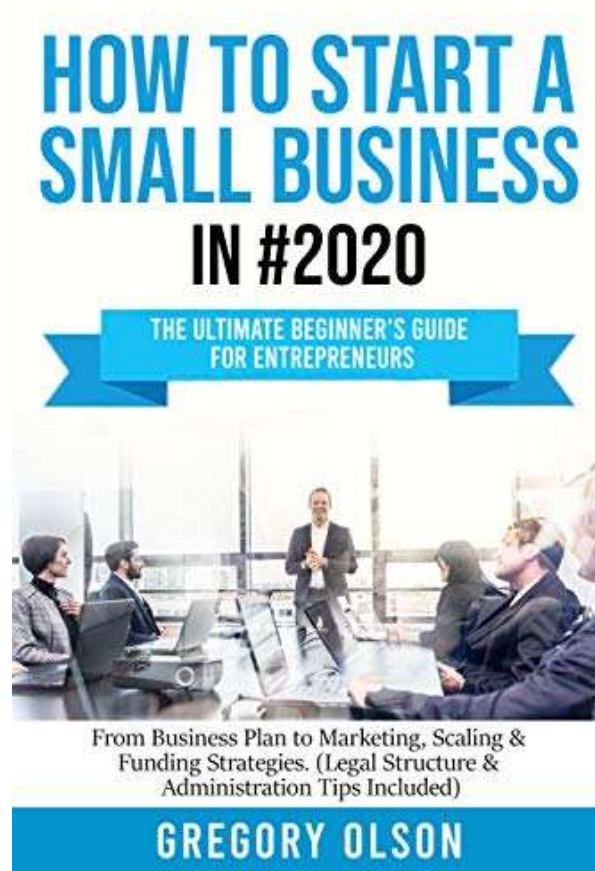


Introducing a Book:

*How to Start a Small Business in #2020:
The Ultimate Beginner's Guide for Entrepreneurs*
by Gregory Olson

Kindle Edition, E-book 2020



Courtesy: https://www.amazon.com/Start-Small-Business-2020-Administration-ebook/dp/B085ZCKFTG/ref=sr_1_1?dchild=1&keywords=How+to+start+a+small+business+in+%232020&qid=1605401525&s=books&sr=1-1

This book *How to Start a Small Business in #2020: The Ultimate Beginner's Guide for Entrepreneurs* offers an extremely useful guidance to those who want to start a business of their

own. The book is also useful to those who have already started their business and have conducted it for several years.

The guidance is offered in straightforward English and our students and teachers will benefit by reading this book. We should, however, be prepared to contextualize the concepts and practices offered to our own context/s in India.

The book is divided into 6 parts.

Part 1 focuses on developing vision. This Part has 4 chapters. This Part helps us to develop our vision even if we do not have one in the beginning. Most of us interested in starting a business usually observe in the market the type of business we are interested in and want to start. We are guided well in developing such a sight in the chapters under this Part 1. These chapters guide us also in the development of a workplan.

Part 2 Organization helps us identify what kinds of organization are available, and what should we consider when we want to choose a type of organization for the business we want to start. The Part 2 has 5 chapters. These chapters present to us the features that characterize various types of organization even as these help us in choosing the type may fit our vision of the business we want to start. Choosing Your Organization (Chapter 6) is a particularly important chapter. Other chapters deal with fundamentals of home enterprise, fundamentals of sole entrepreneurship, essential features of association as well as Limited Liability Companies.

Part 3 Finance has three chapters. These chapters deal with Types of Financial Available, Selecting Your Financial Spring, and aspects, benefits, and disadvantages of Lengthy Financial. The ideas presented here are useful not only to those who want to start the business but also who already have some business experience. Ethical values are highlighted even as we raise loans from various sources including other businesspersons, relatives, and banks. In India, the government agencies, and banks do offer support. But we need to consider our ability and potential and determination to pay back the loan on time so that we can raise additional loan based on our established trustworthiness. I would highly recommend that our entrepreneurs continue to read the daily newspapers to identify the trends, interpretation of rules and regulations, etc. Newspapers present to us every day the illegal practices adopted by many businesses and entrepreneurs.

Part 4 Government Hints has four chapters dealing with accounting system, estimates, revenue, and charges. This is a specialist section. Not only the beginner businesspersons but also those who have been running their business for years need the help of skilled persons in dealing with accounting, estimates, revenue, and charges. A friendly and insightful specialist who is willing to communicate adequately with you offering examples, practices and processes suitable to your business will be of great assistance. At the same time, fundamental and basic knowledge

of these practices should be understood in such a way that the entrepreneur will be able to raise suitable and relevant questions and elicit the relevant answers for their own plan.

Part 5 Trademark and Advertising has two chapters. This Part 5 discusses building a long term trademark and trademarked advertising. Importance of a trademark even for a street corner shop in India cannot be exaggerated. Signboards in dual or even multiple languages are put up. Bills and receipts carry the trademark. We need to ask our students to go through the bazar several times to identify the trademarks used by stores, describe their elegance or lack of elegance, relevance, irrelevance and simplicity or lack of simplicity and pictoriality. How do we advertise our stores and gain customers and their confidence in us is also very important. Brand reliability is also very important.

Part 6 Balancing and Subcontracted discusses the pros and cons of recruiting and subcontracting. The role of resumes in selecting a person for your team is also discussed. A general recommendation here is not to go by the submitted resume only.

Every chapter in this book *How to Start a Small Business in #2020: The Ultimate Beginner's Guide for Entrepreneurs* by Gregory Olson offers insightful concepts and practices to help us envision, plan, establish, and run our business. The descriptions are all well sequenced. The material is presented in such a way that we can easily use this book also as a reference material while running our business. It may sound that the book is intended for small business in modern economies. But the principles and processes suggested are relevant also for small town businesses as well.

All of us, teachers, and students as well as entrepreneurs should read this book.

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