

Small Business is Our Business...

Small Business Advancement National Center  
University of Central Arkansas  
<http://www.sbaer.uca.edu>

SBANC Newsletter, March 24, 1998

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MARK YOUR CALENDAR FOR "SMALL BUSINESS WEEK," APRIL 20-25, 1998!!

A series of small business workshops will be given throughout "Small Business Week," to help the small business owner, or anyone who plans to start a small business in the near future. The following topics will be presented:

Monday Evening, April 20 (6 p.m. - 9 p.m.) - "Developing a Business Plan" - This workshop will be led by Dr. Don B. Bradley III, Executive Director of the Small Business Advancement National Center.

Tuesday Evening, April 21 (6 p.m. - 9 p.m.) - "Computerized Bookkeeping" - Kim Stubbs, Assistant Project Coordinator of the Small Business Advancement National Center will be leading this workshop.

Thursday Evening, April 23 (6 p.m. - 9 p.m.) - "Planning & Zoning" - This workshop will be led by Bill Polk from Conway City Planning.

Saturday Morning, April 25 (8 a.m. - 1:15 p.m.) - "Pre-Business Workshop" - This workshop will be lead by individuals from the Small Business Administration, Service Core of Retired Executives, Veterans Association, Small Business Development Center, and the Small Business Advancement National Center. The workshop is being sponsored by the Service Core of Retired Executives and the Small Business Advancement National Center.

The workshops will cost \$30 each, or you may attend all four workshops for only \$90 (this is a savings of \$30). "Small Business Week" will be held at the University of Central Arkansas in Conway, Arkansas in the Burdick Business Administration Building. Pre-registration is necessary because seating is limited. To register, or for more information please contact Kim Stubbs at 501-450-5373 or by email at: (kstubbs@mail.uca.edu).

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#### INTERNET MARKETING

(Taken from "Marketing on the Internet: A Proactive Approach," by Lisa D. Spiller of Christopher Newport University and Ricard A. Hamilton of the University of Missouri-Kansas City.)

Lisa D. Spiller and Richard A. Hamilton present a proactive step-by-step approach for companies wanting to engage in Internet marketing endeavors in their paper, "Marketing on the Internet: a Proactive Approach." (1997) "The Internet is perhaps the fastest growing marketing medium in the world. Because no single entity owns or operates the Internet, it is impossible to say exactly how many people are currently on-line," say Spiller and Hamilton.

The two believe that the Internet is so powerful because it "offers a worldwide audience of millions and has the power to transform small companies and entrepreneurs into global entities instantaneously -and it can be done at a relatively low cost." Proper market research and market planning on behalf of the firm can make the difference between success and failure in marketing on the Internet according to Spiller and Hamilton. They also believe that no one wants to be left behind and everyone is afraid of missing out, therefore firms are developing their home page and getting on the Internet before they are "exactly sure of what to do or what to expect."

Before going online Spiller and Hamilton recommend the following steps:

- Step 1: "Educate yourself about the Internet."
- Step 2: "Conduct a Self-Analysis of Your Business Needs."
- Step 3: "Develop your Internet Marketing Plan."
- Step 4: "Get Creative!"
- Step 5: "Develop a Database Mechanism for tracking on-line results."

There is much more to learn about marketing over the Internet. To find out more about this topic and to read the full paper by Spiller and Hamilton visit our web site at:

<http://www.sbaer.uca.edu/docs/proceedingsII/97sbi214.txt>

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#### TIP OF THE WEEK

"Evaluating Customer Service"

(Taken from "Small Business Management, An Entrepreneurial Emphasis," Longenecker, Justin G., Moore, Carlos W., & Petty, J. William.)

The most common way that problems with customer service are recognized is through customer complaints. Every firm strives to eliminate customer complaints. When they occur, however, they should be analyzed carefully to discover possible weaknesses in customer service.

A customer complaint form can be an effective tool for handling customer complaints. For example, Electronic Controls Co., based in Boise, Idaho, had its customer service team develop a way to tabulate complaints and deal with them systematically. A secretary enters each complaint into a database, which is used to generate a monthly report that summarizes the complaints. "Once we know what the most common complaints are, we can identify what's causing them," says Ed Zimmer, who is in charge of sales and marketing. (26)

Managers can also learn about customer service problems through personal observations and undercover techniques. A manager can evaluate service by talking directly to customers or by playing that role anonymously- for example, by a telephone call to one's own business. Some restaurants and motels invite feedback on customer service by providing comment cards to customers. Whatever method is used, evaluating customer service is essential to any business.

"Small Business Management, An Entrepreneurial Emphasis,"

Longenecker, Justin G., Baylor University; Moore, Carlos W.,  
Baylor University; Petty, William J., Baylor University;  
Southwestern College Publishing; Cincinnati, Ohio; 1997; p. 155.  
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If you have any suggestions about our newsletter or know of an  
upcoming small business event in your area, please contact Kim  
Stubbs at: kstubbs@mail.uca.edu

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