

Small Business is Our Business...

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

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SMALL BUSINESS ADVANCEMENT NATIONAL CENTER OFFERS TRAINING AND  
EDUCATION OPPORTUNITIES FOR SMALL BUSINESSES

SBANC trains and educates on the latest entrepreneurial practices and techniques as they pertain to small and medium-sized companies. Some of these include conferences, organizational training, satellite downlinks, seminars, workshops, and Internet usage.

Some features of our various training efforts involve the following:

- \* Small Business Training
- \* Organizational Related Seminars - The Center is available to coordinate training events and conferences for organizations such as Chambers of Commerce and other business organizations.
- \* Annual Conferences - Each year the Center sponsors a training conference addressing a critical issue of concern to small business owners.
- \* High School Programs - The Center strives to provide high school students with exposure to the joys and pitfalls of entrepreneurship that is often neglected at the secondary level of education.
- \* Trade Shows - The Center has co-sponsored trade shows with other organizations from across the state and the nation to help further the economic development of participating businesses.
- \* Internet Classes - The Center will start non-credit classes on Small Business subjects over the Internet, in conjunction with other small business entities.

The Center is currently working on "Small Business Week," which will include several workshops that will be offered the week of April 20 - 25. During this week we will present topics of small business interest such as "Zoning and Planning," "The Fundamentals of using Quick Books," and a "Pre-Veterans Workshop." Watch upcoming newsletters for more information on "Small Business Week." This will be a great opportunity for any small business owner, or anyone who is interested in starting a small business.

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PLANNING...THE MOST IMPORTANT INGREDIENT

(taken from "Focus on the Facts," put out by the Small Business Administration)

The U.S. Small Business Administration says, "Unless you know how to get where you are going, you may end up somewhere else. Think

about it!" Starting or running a business without the proper planning is like taking a trip to a place you have never been before without a map.

Planning is critical because it gives you a path to follow and makes your future what you want it to be. It is the most important guide to building, starting, and managing a successful business. Planning is the best tool available to help a small business raise money and a business plan can be a communication tool for investors, suppliers, employees and others interested in understanding the operations and goals of your business.

Some of the obstacles that hinder a small business owner from planning include:

\*Lack of know-how it is sometimes difficult to know how to plan or for what to plan.

\*Fear of the unknown it is hard enough dealing with the problems of today without worrying about what is going to happen in the future.

\* Inexactness the best set plans have a funny way of not working out exactly the way they should.

The above mentioned obstacles are real, however they have to be overcome if one is going to be successful. A small business owner needs to start with a business plan, which is a written document that clearly defines the goals of a business and outlines the methods for achieving them. The plan will describe what a business does, how it will be done, who has to do it, where it will be done, why it's being done, and when it has to be completed.

To find out the elements of a business plan according to the Small business Administration refer to our web site at:

<http://www.sbaer.uca.edu/docs/Publications/pub00099.txt>

While there you may also read the full text written by the Small Business Administration called "Planning... The Most Important Ingredient."

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TIP OF THE WEEK

"Market Entry Methods"

(taken from "Principles of Marketing," by Frances Brassington and Stephen Pettitt)

Once an organisation has decided which are the best markets to enter, it must then decide how to enter. The choice of market entry method depends on a number of factors. Paliwoda (1993) cites six main factors. They are briefly outlined here:

1. Speed: how quickly does the organisation want to get into the market? Some market entry methods might take many months or even years to plan and implement, whereas others can be put into action almost immediately.

2. Costs: how much is it going to cost to enter the market by each method? Do the benefits derived from using one method rather than another justify its higher costs?

3. Flexibility: how much flexibility does the organisation want to retain? Some entry methods allow the organisation to leave the market or expand further relatively easily. Others require long-term contractual agreements or long-term financial commitments that could restrict the organisation's future options.

4. Risk factors: these are wide ranging, covering all aspects of the marketing environment, but particularly competitive and political risks. Again, some entry methods can help to reduce certain types of risk. Long-term investment in a manufacturing plant in a foreign country, for example, not only helps to overcome import quotas and duties, but also might be viewed more kindly by the government.

5. Payback period: there might be pressure from within the organisation to produce a quick return on any investment in a foreign market. If this is the case, acquiring an established manufacturer might be a more appealing option than building a new factory from nothing, if it means that revenue can be generated within one year rather than five years.

6. Long-term profit objectives: the organisation has to look ahead to what it wants to achieve in the future and how it can best exploit the opportunities available in the foreign market. The choice of market entry strategy is just the first stage in a longer-term strategic plan for that market.

"Principles of Marketing," Brassington, Frances and Pettit, Stephen, Pitman Publishing, Great Britain, 1997, pp. 1004  
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If you have any suggestions about our newsletter or if you have an upcoming small business event in your area, please contact Kim Stubbs (kstubbs@mail.uca.edu).

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SBANC STAFF

Dr. Don B. Bradley III  
Executive Director and Professor of Marketing  
Phone (501) 450-5345 E-mail: Donb@mail.uca.edu

Jeannette Thomas  
Project Coordinator  
Phone (501) 450-5320 E-mail: Jthomas@mail.uca.edu

Kimberly Stubbs  
Assistant Project Coordinator  
Phone (501) 450-5373 E-mail: Kstubbs@mail.uca.edu

Celine Birre  
Graduate Assistant  
Phone (501) 450-5373 E-mail: CB9015@cub.uca.edu

Joanne Price  
Student Assistant, Webmaster  
Phone (501) 450-5377 E-mail: JLP9278@cub.uca.edu

Rhondi Redmond

Student Assistant  
Phone (501) 450-5300 E-mail: RAR1014@cub.uca.edu

Molly Bass  
Student Assistant, Webmaster  
Phone (501) 450-5377 E-mail: MJB3263@cub.uca.edu

Jay Garrison  
Student Assistant  
Phone (501) 450-5377 E-mail: JKG9440@cub.uca.edu

Adam Lites  
Student Assistant  
Phone (501)450-5300 E-mail: aml5025@cub.uca.edu

Sherryl DeVries  
Student Assistant  
Phone (501)450-5300 E-mail: sld9087@cub.uca.edu

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