



ARE YOU READY FOR BUSINESS?



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A history of shaping financial success

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Kennas can assist you getting into your business, educating yourself and adopting best business practices.

If you want to “start doing” like Walt Disney says, do it the right way, with your eyes open to give yourself the best chance of business success. Plan to invest your time, and invest in good business advice from Kennas.

Does being your own boss appeal to you? Does the thought of choosing your work hours, being in control, and taking charge of a business get you excited? While owning your own business, like owning your own home, is the dream of many, the actual reality of running a business has caused many heartaches and financial despair. Often quoted statistics suggest that 4 out of 5 new businesses fail within 5 years. The majority never fulfil their owners financial and lifestyle dreams.

Make sure you are understanding what you are in for and are ready for business by taking the following quiz. If you answer yes to most questions, you are ready to go into business with your eyes open and the best chance of success, and you can do your homework to be able to answer yes to the rest.

1. Are you dedicated to learning, to improving yourself and the business continually?
2. Are you willing to work long hours including nights and weekends?
3. Is your family committed to supporting you and helping the business when needed?

4. Are you willing to give up your sick days and annual leave?
5. Have you the financial resources to fund the business start up (purchase price, stock, working capital) and survive through difficult economic conditions?
6. Are you willing to work for a lower hourly income rate than you are on now until the business is successful?
7. Do you like dealing with people all day every day, and good communication skills?
8. Do you (and your family) understand what can go wrong in business, the risks and how to minimise the chances (personal house at risk, low income, relationship pressures)?
9. Have you the necessary skills to operate and manage a business such as industry knowledge, customer service, operations, marketing and sales, strategy, people and management?
10. Are you good at reviewing available information and making the right decisions?
11. Are you prepared to listen, take and pay for business financial advice?

“THE WAY TO GET STARTED IS TO QUIT TALKING AND START DOING.”
WALT DISNEY, CO-FOUNDER, DISNEY

FOR MORE INFORMATION CONTACT



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