

Problems about business- Ask Anita

- Read the problems below and discuss possible solutions.

Dear Anita,

After saving up thousands of dollars for the past ten years, I now have enough money to start my own business. I want to open a small book shop near my home next year. However, I'm quite nervous at quitting my job (at a local library) and investing so much money. I've heard that about 90% of new businesses fail within the first year of starting. What advice can you give me to make sure my business is a success? I don't want my book shop to be one of the many businesses that go bankrupt.

Arnold

Dear Anita,

My year-long dream of owning my own business is finally coming true! We've hired some staff and everything is in place, and next Monday my new pet store will open. But here's my problem: I still haven't thought of a good name for my pet shop. I want a name that is creative and interesting (not "Bob's Pet Shop") so that customers will remember it. Also, it would be great if you could help me think of an idea for a company logo. Maybe something with a cat or a dog. Thanks very much!

Bob

Dear Anita,

Please help us! My husband and I started our own restaurant business fourteen months ago, and all of our customers love the food. So, what's the problem? Well, we have twenty tables in our restaurant, but only about half the tables are ever filled at one time. We have a limited budget – only about \$2,000 per year – to advertise our business. How can we best spend this money to attract more customers and increase our business?

Jenny and Jim



Problems about business

- After you read the advice column, write a possible solution for each person.

Arnold

Jenny and Jim

Bob
