



# BETTER BUSINESS MANAGEMENT – Manage It or Lose It® !!!

## Starting a new business or reassessing your existing business

It is estimated that almost 30% of new businesses fail within the first year, and 63% fail within the first 5 years. It is also estimated that these business fail not because of the lack of training or skill of the business owner in delivery of the product or service but in the lack of training or skill in operating or managing a business.

Managing a business through the 'start-up' and 'growth' phase requires a distinct set of skills and actions designed to create a solid foundation for expansion.

MCA® – Business Education & Training has established this course as a means to help small to medium sized businesses by offering practical support to assist during this period. Developed from a team of business management, legal, marketing, and accounting specialists with many years of experience in the building industry, this course covers these areas with practical tips and information to guide business owners through the maze of issues they encounter.

Presented by:



## The course is split into 3 areas that follow the lifecycle of a business:

### START UP

**Topics include:** Different business structures, licences, insurances, OH&S, contracts, accounting, target markets, creating awareness, and growth planning.

### GROWTH

**Topics include:** Employee contracts, terms of trade, debt recovery, cash flow management, identifying new markets, client communications, pricing and improving profitability.

### EXPANSION

**Topics include:** Business partners, purchasing premises, asset protection, business saleability, customer loyalty programs, market expansion, and retaining quality staff.

## This course provides participants with:

The knowledge and skills necessary to operate a profitable business.

The practical day-to-day operational decisions that directly affect the success of a business.

## Course delivery:

Seven (7) hours, including breaks (morning tea, lunch and afternoon tea)

## Ongoing support:

The course is offered in a dynamic class room training format.

Complete operational reference manual with full support material.

## Course cost:

\$470.00 + GST = \$517.00

Please contact MCA on:

**02 9521 3422** or email to:

**info@melcrook.com.au**

Or complete the details below and fax to:

**02 9521 8422**

## COURSE INQUIRY

Title \_\_\_\_\_ First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Suburb \_\_\_\_\_ State \_\_\_\_\_ Postcode \_\_\_\_\_

Telephone \_\_\_\_\_ Mobile \_\_\_\_\_

Facsimile \_\_\_\_\_ Email \_\_\_\_\_