

Advice Column

problems about *business*

- Read the problems below and discuss possible solutions.



Ask Anita!

Dear Anita,

After saving up money for several years, I now have enough money to start my own business. I want to open a small book shop near my home. However, I'm more than a little 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 90% of businesses that go bankrupt.

Arnold

Dear Anita,

My dream of owning my own business is finally coming true! We've hired some staff and everything is in place, and next week my new pet shop 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 if you could think of any ideas for a company logo. Thanks very much!

Bob

Dear Anita,

Please help us! My husband and I started our own restaurant business last year, and all of our customers love the food. So, what's the problem? 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 – to advertise our business. How can we best spend this money to attract more customers and increase our business?

Jenny and Jim



- Compare your solutions with different classmates. Do you agree or disagree with their ideas?