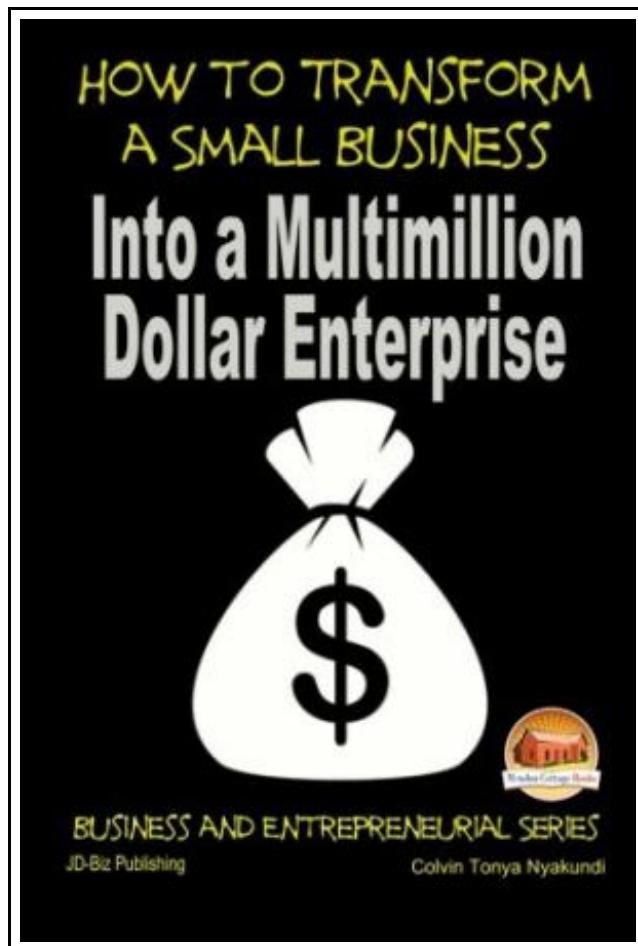


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Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Table of Contents Introduction Overcoming challenges facing Small Businesses Establishing a Distinguishable Brand Effective Marketing Strategies How to Penetrate a Highly Competitive Market Survival Tactics during Harsh Economic Times and Dwindling Sales Conclusion Author Bio Publisher Introduction Tens of thousands of small businesses are registered in the United States each year but not all of them survive for even one year. Whereas there are those that thrive and make huge profits within a few months, others collapse within a very short period of time. There are also those that stagnate i.e. they make some profit but their profits never grow and their clientele remains constant for a number of years. All those interested in opening a business should learn how to grow their small businesses into multimillion dollar enterprises. Without practical ideas on how to transform a business, an investor can end up being one of the many examples of failed ventures. Regardless of the number of years you've been doing business, a simple mistake can make your business change from one of the most profitable ventures into a loss making entity. A business that performs quite well in a given market/environment could make losses in another market due to the variance in choices and preferences in different parts of the world. This means that potential entrepreneurs must come up with ideas on how to grow their businesses in a particular market. Running a business involves several risks and uncertainties as market conditions are dynamic and can change rapidly without warning or clear indicators. This means that entrepreneurs must always be prepared to adopt contingency plans once the market conditions become unfavorable for given types of business....

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