

FINANCIAL TIMES **Guides**

BUSINESS START UP

2021–2023

THE MOST COMPREHENSIVE
GUIDE FOR ENTREPRENEURS

SARA WILLIAMS

FT Guides

BUSINESS START UP

The Financial Times Guide to Business Start Up is your essential guide to starting and running your new business. Taking you quickly and simply through the essential information on finance, tax and law, it will also guide you safely through the minefields of recruitment, marketing, sales, pricing and everything else an entrepreneur must tackle in order to succeed. This fully updated edition provides you with ideas, solutions and key references on a wide range of crucial topics, showing you how to:

- Develop your business idea
- Write a winning business plan
- Raise finance for start-up and growth
- Decide where you should locate your working space
- Create an engaging online presence
- Sell and market your business successfully
- Advertise online and use social media effectively
- Increase profitability and achieve growth
- Save money through sustainable practices
- Deal with the latest legal changes

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