

The Business Road Map

Directions for all Business Owners

The Business Road Map provides assistance to people starting a business or who are in business and need some help or guidance.

Starting in Business

Before taking the plunge and starting a business, there are a few issues you must first consider.

Objectives

- ◆ Why am I going into business and what do I want out of it?
- ◆ Do I start a new business or buy an existing one?
- ◆ Would my time, money and energy be better spent doing something else?
- ◆ Do I have the right attitude to be my own boss?
- ◆ How much money do I have to make to be comfortable, to survive?

Marketing

- ◆ Is my idea feasible?
- ◆ How much does it cost to supply my product or service?
- ◆ Is there a market for my product or service at the price I want to charge?
- ◆ How do I investigate the competition?
- ◆ What is the difference between marketing, selling and advertising?

Skills

- ◆ What skills do I need?
- ◆ Do I have them or do I know where I can learn them?

and a few other points...

- ◆ Do I have enough money to set up the business?
- ◆ Will I work from home or do I need to rent space?
- ◆ Do I understand the legal issues – structures, insurances, licences, patents etc?
- ◆ Do I understand tax – income tax, goods & services tax, provisional tax?

Establish Your Goals

The future of your business depends on how well you've planned your route.

Establish Plans

- ◆ Do I have a plan for the business?
- ◆ Do I have a marketing plan?
- ◆ Do I have a financial plan?
- ◆ Have I put my plans down on paper?

Business Goals

- ◆ What do I want out of the business - short & long term?
- ◆ Do I want family security or quick money?
- ◆ Is the business giving me what I want?
- ◆ Do I have a time limit for achieving my goals?
- ◆ How can I expand my market and market share?
- ◆ Can I improve my product, image or packaging?

Business Strategies

- ◆ My business turnover looks good, but is it actually making a profit?
- ◆ Do I need to develop my management skills to take my business further?
- ◆ Do I need to think about quality and quality systems?
- ◆ Do I need a database – a record of my customers, suppliers etc?

Are Employees Involved?

- ◆ Do I need more hands?
- ◆ How do I employ the right people?
- ◆ Do I need a training plan for my employees and myself?
- ◆ Do I need to set up systems such as Occupational Health and Safety?
- ◆ Can I afford to employ staff?

Growing Your Business

The growth of your business is as important as the start-up, and the decisions you make now could determine what your business might look like in years to come.

Research the market

- ◆ Is there market growth?
- ◆ Why is it growing?
- ◆ Is it sustainable or due to special circumstances?
- ◆ Is it feasible to grow my business?

Plan for growth

- ◆ Have I carried out a complete review of my business?
- ◆ Am I working too much in the business and not enough on it?
- ◆ Have I forecast the potential impact any decision(s) will have on my business?
- ◆ Do I need to establish an accredited quality system?
- ◆ Do I have reliable sources for raw materials if my business does grow?

How will the business grow?

- ◆ Do I have the resources to take on extra work?
- ◆ Have I considered capital, production capacity, staff and premises/space?
- ◆ Is my business structure stopping me from growing?
- ◆ Do I need outside investment to expand?
- ◆ Will my business structure discourage outside investors?
- ◆ Should I investigate licensing or franchising, if so, what documentation do I need?

The people to do the job

- ◆ Do I have the management skills to grow my business or do I need to get outside, professional help?
- ◆ Is everyone in the business working towards the same goals?
- ◆ Do I need more employees or should I subcontract?
- ◆ What are the pros and cons of each?
- ◆ What are the legal implications of each?

Growing Your Market

You should be concentrating on all aspects of your market, applying basic marketing principles to every new market you approach, and decisions may need to be made in conjunction with other staff.

Consider alternatives

- ◆ Do I need to expand my market?
- ◆ Should I consider the export market or extend my domestic market?
- ◆ Should I look at introducing a new product to my existing market?
- ◆ Can I replace products currently imported?

Coping with market expansion

- ◆ Do I need to build up the management team?
- ◆ Will my distribution network meet the needs of an expanded/extended market?
- ◆ Can I access someone else's network?
- ◆ Do I need to link with distributors?

Is exporting an option?

- ◆ Is there a demand for my product overseas?
- ◆ Do I have the money to support export marketing and orders?
- ◆ Can I share the financial burden, eg with joint venture partners, networks or investors?
- ◆ Am I allowed to send my product overseas?

The export market

- ◆ What do I need to know about exporting – how can I learn?
- ◆ Are there legal implications or insurance issues?
- ◆ How will I get paid?

Research overseas markets

- ◆ What do I need to know about the culture of potential overseas markets?
- ◆ Will my product need to be modified or made culturally acceptable?
- ◆ Does the packaging need to change?
- ◆ Do I need to employ an export manager?

Continuous Improvement

Regular business reviews are critical for monitoring the growth and development of your business. Reviews should also be applied to the skills of all levels of staff.

Plan and monitor

- ◆ Do I regularly update business plans?
- ◆ Do I continuously monitor existing systems with a view to improvement?
- ◆ How do I set up a system for continuous review?
- ◆ Is it time for a complete review of the business?
- ◆ Is the business structure still right?

Employee issues

- ◆ Am I still the key employee of the business?
- ◆ Who will take over when I retire?
- ◆ Do I need to build up the management team?
- ◆ Am I employing people with the right expertise?
- ◆ Who will replace them if they leave?
- ◆ How do I train staff to take over if necessary?
- ◆ Are my staff and myself well trained and up-to-date?

Continuing Success

Now you're experiencing success. Continuing success requires constant review, planning and attention to detail.

Achieving your goal

- ◆ Is my product the market leader in its field?
- ◆ Is the business internationally competitive?
- ◆ Do I regularly employ new people – skilled and ready-to-be skilled?
- ◆ Does my business influence industry views and government policy?

Consolidating the 'big picture'

- ◆ Is my priority the maintenance or growth of market share?
- ◆ Do I want to benchmark internationally?
- ◆ Am I looking at setting up overseas facilities?
- ◆ Do I want to develop strategic alliances?
- ◆ Do I want to become a world leader?
- ◆ Do exports provide a significant proportion of our total sales?

Time for a Change

There may come a time when you've had enough and want to get out of the business

I've decided to sell!

- ◆ How do I find out what my business is worth?
- ◆ How do I get my stock/plant and equipment valued?
- ◆ How do I prepare the business for sale – who can help me?
- ◆ What documentation do I need?
- ◆ What am I legally required to do or pay?
- ◆ Is everything up-to-date?
- ◆ What about the staff?
- ◆ What will I do with the proceeds of the sale?

Maintaining the balance

- ◆ Is this as big as I want to get?
- ◆ Am I counting the hours I put in?
- ◆ Have I lost interest in chasing new work?
- ◆ Do I want interests outside my business?
- ◆ Should I diversify my investments?
- ◆ Can the management team cope without me?
- ◆ If I want to relax:
 - ❖ Are my business monitoring systems the best?
 - ❖ Can I keep a handle on how much the business is worth?
 - ❖ Do I need to get the 'house in order'?

Reference

Starting in Business

For general information on starting or buying a business: Centre for Innovation, Business and Manufacturing, Regional Development Boards, Business Enterprise Centres, Operation Livewire, Financial Institutions, Libraries, Management Accountants.

If you want to base your business around an invention or innovative process: Centre for Innovation, Business and Manufacturing, Regional Development Boards, IP Australia.

If you are unemployed and want to start a business: New Enterprise Incentive Scheme (NEIS) Managing Agent.

For information on legal or licensing requirements, contact: Business Licence Information Service, Solicitors, <http://www.bizgate.sa.gov.au>

For information on taxes & record keeping: New Business Unit at Australian Taxation Office, Taxation Advisers, Management Accountants.

To improve your business management skills: Centre for Innovation, Business and Manufacturing, Regional Development Boards, Small Business Training Centre at Adelaide Institute of TAFE, WEA Adult Education.

Establish Your Goals

For general information on business issues: Centre for Innovation, Business and Manufacturing, Regional Development Boards, Business Enterprise Centres.

For specific help with strategy planning & development: Centre for Innovation, Business and Manufacturing, Institute of Management Consultants.

For information on licensing or franchising: Centre for Innovation, Business and Manufacturing and Regional Development Boards, IP Australia, Franchise Association of Australia & New Zealand, Franchise or Business Brokers, Solicitors.

To improve your business management skills: Industry Training Organisations, Trade or Business Association, WEA Adult Education, Centre for Innovation, Business and Manufacturing, Small Business Training Centre at Adelaide Institute of TAFE, Business SA.

For employment issues: Workplace Services, WorkCover, Employment National, Business SA, Dept Employment, Workplace Relations & Small Business.

Growing Your Business

For general information on business issues: Centre for Innovation, Business and Manufacturing, Regional Development Boards, Business Enterprise Centres.

For specific information on export or assistance with your export planning: Centre for Innovation, Business and Manufacturing, Austrade, Export Access, Bizline, The Exporters Club, Business Consultants, <http://www.exportsa.sa.gov.au>

For information on networks: Business SA, your Industry or Business Association.

To improve your business management skills: Industry Training Organisation, Trade or Business Association, local Institute of TAFE, Centre for Innovation, Business and Manufacturing, WEA Adult Education, Australian Institute of Management - SA, Australian Institute of Export, Business SA, Business Consultants.

Growing Your Market

For general information on business issues: Centre for Innovation, Business and Manufacturing, Regional Development Boards.

For specific information on export or assistance with your export planning: Centre for Innovation, Business and Manufacturing Business Consultants, Austrade, Export Access, <http://www.exportsa.sa.gov.au>.

For access to investment or joint venture information: Centre for Innovation, Business and Manufacturing, your Bank, Accountant, the Internet.

For information on networks: Business SA, your Industry or Business Association.

To improve your business management skills: Industry Training Advisory Organisation, Trade or Business Association, local Institute of TAFE, WEA Adult Education, Australian Institute of Management - SA, Australian Institute of Export, Business SA, Business Consultants.

For employment issues: Workplace Services, WorkCover, your local JobNetwork Member, Business SA.

Time for a Change

For general information: Centre for Innovation, Business and Manufacturing, Regional Development Boards, Business Enterprise Centres.

For specific information and assistance with your legally required documentation: Your Financial Institution, Solicitor, Accountant, Business Consultant, Business Broker, Real Estate Agent.

Continuous Improvement

For general & specific information or assistance with your business: Centre for Innovation, Business and Manufacturing, Regional Development Boards, Business Enterprise Centres Business Consultants.

To improve management skills: Industry Training Advisory Organisation, Trade or Business Association, local Institute of TAFE, a University, the Graduate School of Management, Australian Institute of Management - SA, Business Consultants.

Continuing Success

For general & specific information or assistance: Centre for Innovation, Business and Manufacturing,

To improve skills: A University with links to your industry, Business Consultants.

Business Road Map Contact Details

Business Enterprise Centres (BEC) - Hotline No. 131 891

Eastside BEC
Telephone (08) 8132 0377

Inner Southern BEC
Telephone (08) 8294 1181

Inner West BEC
Telephone (08) 8159 8700

Northern Adelaide BEC
Telephone (08) 8256 0900

Salisbury Business & Export Centre
Telephone (08) 8260 8205

Southern Success BEC
Telephone (08) 8326 6511

Tea Tree Gully BEC
Telephone (08) 8397 7417

Western Area BEC
Telephone (08) 8440 2440

Regional Development Boards (RDB)

Adelaide Hills RDB Inc
Telephone (08) 8370 8808

Barossa Light Development Inc
Telephone (08) 8563 3603

Eyre RDB Inc
Telephone (08) 8682 6588

Fleurieu Regional Development Corp Inc
Telephone (08) 8555 5555

Kangaroo Island Development Board Inc
Telephone (08) 8553 3211

Limestone Coast RDB Inc
Telephone (08) 8723 1057

Mid North RDB Inc
Telephone (08) 8842 3115

Murraylands RDB Inc
Telephone (08) 8532 1202

Northern Adelaide Development Board Inc
Telephone (08) 8256 0900

Northern RDB Inc
Telephone (08) 8641 1444

Port Pirie RDB Inc
Telephone (08) 8632 5633

Riverland Development Corporation Inc
Telephone (08) 8582 2155

Whyalla Economic Development Board Inc
Telephone (08) 8645 7811

Yorke RDB Inc
Telephone (08) 8821 3177

Innovations & Inventions

IP Australia
Telephone 1300 651 010

Programs for Business Starters

New Business Unit, Aust Taxation Office
Telephone (08) 8208 3958

New Enterprise Incentive Scheme (NEIS)
Telephone 1800 805 260

Operation Livewire
Telephone 1800 241 041

Business Management Training

Graduate School of Mgt
Telephone (08) 8303 5525

Small Business Training Centre (TAFE)
Telephone (08) 8410 0000

WEA Adult Education
Telephone (08) 8223 1272

Industry Training Advisory Organisations

Agriculture & Horticulture Training Council
Telephone (08) 8372 6877

Automotive Industry Training Board SA Inc
Telephone (08) 8241 0933

Community Services & Health Training Advisory Board
Telephone (08) 8362 9311

Construction Industry Training Board
Telephone (08) 8373 4744

Engineering Employees Association SA (EEASA)
Telephone (08) 8300 0133

Food Training SA
Telephone (08) 8362 9066

SA Fishing & Seafood Industry Training Council Inc
Telephone (08) 8303 2786

SA Light Manufacturing Industries Training Board Inc
Telephone (08) 8371 2685

SA Tourism & Hospitality Industry Training Council Inc
Telephone (08) 8212 0244

SA Training Revelation
Telephone (08) 8231 5566

SA WRAPS Industry Training Board (Wholesale, Retail & Person Services)
Telephone (08) 8223 7377

South Australian Recreation & Arts Training
Telephone (08) 8363 5255

Export Assistance

Austrade
Telephone (08) 8202 7811

Export Access
Telephone (08) 8300 0085

Australian Institute of Export (SA) Ltd
Telephone (08) 8410 6233

Other Organisations

Australian Institute of Company Directors
Telephone (08) 8211 8001

Australian Institute of Management - SA
Telephone (08) 8229 3820

Business SA
Telephone (08) 8300 0000

Franchise Council of Australia, SA Branch
Telephone (08) 8232 5880

Industrial Affairs
Telephone (08) 8303 0400

Institute of Management Consultants
Telephone 1800 800 719

Office of the Small Business Advocate
Telephone (08) 8221 6120

Small Business Emergency Service
Telephone 1300 360 306

WorkCover Corporation
Telephone (08) 8233 2222

Updates

The information provided in this brochure is correct as of 4 March 2002. However, over time the listed organisations may change contact details. Please contact the Centre for Innovation, Business and Manufacturing if you have difficulty.

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