

JON SHATFORD BUSINESS SUPPORT SERVICES NEWSLETTER



'LOOKING AFTER THE BOOKS SO YOU CAN GET ON WITH THE PARTS OF YOUR BUSINESS YOU LOVE.'

CHALLENGES OF STARTING A NEW BUSINESS AND HOW TO OVERCOME THEM

Starting a business can be very challenging and risky, and there needs to be a degree of awareness by potential small businesses owners of these challenges as well as risks involved. Knowing what they are, will allow for planning to mitigate them as much as possible.

1. **Developing the business idea and the vision** – this is normally the first challenge faced by a start-up business and it requires some creativity and the ability to identify challenges that require innovative solutions the business could offer.
2. **Raising capital for your start-up**– potential small businesses must be able to convince potential investors about their own business idea. Other start-up businesses may look to the banks for a loan or use of savings. Whatever the way you raise capital, make sure it's manageable and the right choice for you and your business.
3. **Finding the right business location** – any new businesses will need to find a location that will meet the requirements for business operation which is also located near markets and suppliers. This can take time and even several changes of location until the ideal one is found. Take time initially and don't rush into something that isn't 100% suitable for the business.
4. **Threats from competition** – competition is a necessary challenge as it will always keep you predicting what competition in the market looks like to be more creative gaining competitive advantage. A constant look and study of your competitors will ensure you are providing the best service or product.

WORLD MENTAL HEALTH DAY – 10TH OCTOBER

World Mental Health Day should be a big deal for all businesses and organizations as a reminder to look after and check in with employees and co-workers. We are collectively becoming more aware of the importance of mental health both inside and outside of the workplace. By creating a welcoming and comfortable atmosphere at work, your team is likely to be happier and more productive.

WORLD
MENTAL
HEALTH
DAY



OUR LAST NETWORKING DATE OF 2023

Earlier this year we decided to start a local networking group in Hungerford, that occurs monthly. It's been great to see various businesses attend, seeing different faces every week. We need to make sure we keep numbers up if we are going to take this into 2024. Please book your December slot through Eventbrite below.

<https://www.eventbrite.com/e/696551573507?aff=oddtcreator>

JONS TRIP TO GERMANY

Jon has not long arrived back from his trip to Germany to meet with clients. As Jon Shatford Business Support Services continues to grow, we are grateful to have such a wide variety of clients, stretching as far as Europe.



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PLANS UNDER WAY FOR SCOTLAND IN NOVEMBER

Earlier this year saw Jon heading to the lovely town of Grantown-On-Spey to meet with clients and offer our services to other businesses there. Currently, we are in preparation for Jon to head to Aberdeen, Grantown and Fraserburgh in November to meet with new and existing clients and continue our presence in Scotland.

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