

The Summit

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Smirnoff/Smirnov



Cartoon courtesy of shorelines

www.shorelinesart.co.uk

Smirnov vodka was started by a Russian named Pyotr Smirnov who died in 1898. During the Russian revolution the business was confiscated. Pyotr's son Vladimir fled to Paris and started the business again renaming it Smirnoff. After the revolution the Russian version of the vodka was started up again.

The two vodka sellers have recently been in court following a long term fight over the trademark. The dispute was finally settled last week when the best selling Smirnoff owned by Diageo and started by Vladimir Smirnov acquired control over smaller Smirnov for \$50million. Reunited at last. ?

Source the Week.

Big Mac

Mcdonald's is losing sales in Britain and as a result is closing 25 of its British outlets at a cost of £23 million. The company now plan to restyle their remaining restaurants, introducing sofas and wi-fi technology. ?

Source The Week

Web site News

Our new web site is up and running and we have started to include local business (Yorkshire region) premises to illustrate the site. So far we have Sugarcraft of Beverley on the practical marketing workshop page, Miss Elle's of Beverley on the marketing for small and medium sized businesses page and Woodall's of Malton on the corporate identity page. Where possible we have also included links to their sites. We will be rotating and adding to the photographs as part of our policy of supporting local businesses. Eventually we hope to set up a gallery page.

www.summitup.co.uk

must be produced, processed and prepared in a specific geographical region and must use a specific local know how. ?

Source BBC on line

Scams

The Times on line have produced a list of scams perpetrated against small businesses.

The data Protection scam involves bogus agencies demanding money to register.

Phishing is spam e mails sent out to con you into giving or confirming your bank details. These look particularly convincing and sometime come with an attached web page that look like a real bank web site page.

Advertising scams are very common. These people seem to target new businesses and ask you to advertise on wall planners, diaries and web sites often in support of charities or emergency services. The publications do not exist.

Bogus equipment leasing. Letters are sent out to businesses stating that

your business has been approved for leasing e.g. equipment such as computers and photocopiers and asking for the first payment. The equipment never arrives.

Fraudulent billing does what it says. You are invoiced for goods and materials you never ordered. Alternatively and even more frightening is you receive a cheque from these fraudsters. When you cash the cheque they allege you have agreed to whatever terms are printed on the back, and you start to receive the bills immediately.

Business identity theft. Your business details are stolen the fraudsters open an account and trade on your credit rating

Get rich Quick. There are any number of these around. They usually ask for a fee in return for leads provided to your business which are either non existent or not worth having.

Advanced fee fraud. These are the E mails that come usually from Africa offering money if you agree to transfer money into your

bank account for a temporary period. If you agree you begin to receive demands for taxes, legal costs and bribes. The people involved are apparently very demanding, even if you make the most tentative enquiry. ?

Source the Times on line

Internet League

Under the auspices of producing statistics to be used as a guide for governments when shaping economic policy and in making investment decisions, the world Economics Forum this week produced a league table of Internet users. The World Economic forum is an independent international organisation committed to improving the state of the world by engaging world leaders in partnerships to shape issues around the world. The league table is produced in collaboration with leading academics and various institutes around the world. Factors such as how extensively business in various countries and

economies most constructively use the Internet to improve their competitiveness are analysed.

The U.S.A. is top of the league this year with Singapore in second place, a reversal of last year. Britain came in tenth up two places. The Networked Readiness Index gave third place to Denmark followed by Iceland, Finland, Canada, Taiwan, Sweden, Switzerland and the UK. ?

Source BBC News online