

The Summit

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Wrinkles



Cartoon by kind permission of Shorelines

www.shorelinesart.co.uk

In California the body that sets state taxes had the idea of taxing Botox anti wrinkle treatment. Until this recent proposal Botox was considered to be a medical treatment and came under the category of drugs for exemption. The board when they met recently decided that Botox was in fact not a medical treatment.

After the idea to tax Botox was proposed, the complaints poured in. Angry Californians reminding the tax board that although Botox is mainly used for anti ageing it is also used for migraines, muscle spasms, jaw disorders and sweaty hands. But Californians being Californians the letters and E mails to the

tax board also pointed out that 'ageing itself could be described as a medical condition'.

Botox treatments in California generate \$1bn dollars of sales every year so the revenue to the tax authority would have been substantial. The board backed down. ?

Source The Week

Web site News

Our re launched and updated web site is now in place. We have introduced a site map to make travelling around the site much easier.

The new site now makes it both easier and quicker to view the archived newsletters

This month's free download is a marketing audit, designed to help any business review their marketing activities.

www.summitup.co.uk

Don't Try This at Home

A salesman of fire extinguishers visited an office somewhere in England. Shortly before entering the office he heard laughing and saw the staff hiding behind a door, trying to avoid him.

The salesman wore a greasy raincoat and carried a coffee stained brief case. When, after several attempts to gain entry the staff finally let him into the office he explained who he was and what he was selling. Before the staff had time to respond he opened his brief case and pulled out a jar of liquid which he threw over his body. The liquid was petrol. From his raincoat pocket he produced a spray which he sprayed all over himself. The flames were extinguished in seconds. He then said 'this is the 'FlameAzpper miniature fire extinguisher' (name changed). The office supplies manager was so impressed at the lengths the salesman was prepared to go to make his point he bought several cans. ?

Source Marketing Communications

Small Business Owners

The Royal Bank of Scotland has undertaken a survey to find out what are the characteristics of the average small business owner. The survey revealed that 96 per cent of small business owners earned money while still at school. The most popular occupation was a newspaper round. Of the rest one in five worked in a shop or a restaurant. In Yorkshire over half of those who worked while at school started working at 13 or 14.

The research went on to show that the average small business owner in Yorkshire is a middle child, but for women they are most likely to be the oldest child. Many small business owners left school at 16 and 30 per cent of business owners in Yorkshire said they had no formal qualifications. Only 7 per cent had a degree. The Yorkshire small business owners gave characteristics they felt you need to run a small business as, energy, determination, a sense of humour and vision. ?

Source The Yorkshire Post

It's not just a logo it's an M & S logo

If you look back into the history of M & S you will see how that they have used and updated the famous M & S logo. Basically the logo is dark green lettering on a turquoise background. Incidentally many businesses use turquoise as part of their name or logo and when asked a group of people will generally select it as the colour they associate with trust. Turquoise is used by businesses such as Barclays.

M & S still use the dark green lettering on a turquoise background for their carrier bags and on the signs on the front of their stores. They have however updated and developed their logo. More recently they have introduced black and green lettering on a white background, and white and green lettering on a black background, particularly on their credit cards. What the logo has always been is simple and easy to recognise.

M & S also of course have the famous St. Michael brand, first used in 1956 for all goods sold in their stores. The idea was that by promoting a variety of goods under one brand they could save on expensive advertising. In other words everything they sell goes under the same brand. The logo for this had hardly changed since 1956. The M & S logo and the St. Michael logo together mean that it doesn't matter which store you visit, they are all uniquely M & S. ?

Source It's not about Size
Virgin Books

Web Sites

It's a difficult choice when you decide that you now want a web site for your business. Do you do it yourself or do you use a web designer.

Whichever you choose make sure that first you decide what the site is for i.e. to advertise a product/service, offer customer support, selling your products on line, provide product information or establish a company identity.

Building your own site

For

- ✍ Flexible – you can change the site easily
- ✍ Cost effective
- ✍ You can include everything you want relatively easily
- ✍ You gain knowledge
- ✍ You can keep control of the site

Against

- ✍ It's time consuming to put together a site
- ✍ You have to learn new skills
- ✍ It can be difficult to know which software to use
- ✍ Could end up costing more than if you use a web designer
- ✍ You will have to keep up to speed with changes in software
- ✍ If you propose to sell directly from the site it can be time consuming to set up
- ✍ It can be difficult to decide which company to use for web site hosting

Using a web designer to build your web site

For

- ✍ Time effective
- ✍ You get the benefit of someone else's expertise

- ✍ Potential for an excellent site

Against

- ✍ It can be costly
- ✍ Can be difficult to know how much is a fair price to pay
- ✍ You probably need to find the resources to pay the designer to maintain the site

Source Ann Brown
Summ it up Marketing

Book Review

Start your business Week
by Week by Steve Parks
£9.99

This book takes you through the whole process of starting a business stage by stage. It includes a CD Rom of templates of legal agreements and spreadsheets and includes interviews with four entrepreneurs to give you inspiration.

Week by week the book takes you through the process of e.g. when to open a company account and when and how to register a business name. Each section of the book includes a 'To do list' and the book also includes a further reading list. ?