

The Summit

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Popcorn



Cartoon courtesy of shorelines

www.shorelinesart.co.uk

Butterkist popcorn machines were first seen widely in the U.S. in 1918. They were introduced to the U.K. by Craven Keiller and were first seen here in 1938. Cadbury bought the popcorn brand from Craven Keiller in 2000 and set up a factory in Pontefract. This factory produces 5000 tonnes of popcorn every year. Butterkist was re-launched in 2002 and took a 44% share of the popcorn market in the U.K. which was worth £24 million in 2004.

As well a plant in Pontefract, popcorn is now also produced in York, Cleckheaton, Leeds and

Holmwood near Sheffield. In a bid to raise between £359 million and £400 million by the end of 2007 Cadbury's is now selling the Butterkist brand. ?

Source the Yorkshire Post

Year of the Dog?

It can be difficult to decide on a business name if you propose to trade overseas. English names do not always translate as well as you would wish. In order to avoid inappropriate names and to find a name suitable for the Chinese market Google has rather taken its time in making a decision. It has however finally decided on 'Gu Ge' which translates as 'harvest song'. Unfortunately as the rest of us know, things such as web site names and searches do not always go according to plan. As a result the unofficial alternatives to 'Google' in China have overtaken the company. The result is Google has become known as either 'Gougou' which means doggy or 'Gugou' which translates as 'old hound'. ?

Source the Week

Tax

If you love statistics have a look at www.nationmaster.com a fascinating site with statistics from all around the world. Taken from their statistics for economies of the world, the amount of tax as a percentage of total tax paid by the poorest 30% of the population in various countries is as follows.

Denmark	14.1
Netherlands	11.7
Sweden	11
Norway	10.2
Germany	10
Finland	9.8
France	8.7
Italy	6.7
United States	6.3
Canada	6.2
United Kingdom	6
Belgium	3.9
Australia	3.7
Ireland	3.3

Also available; the tax paid by the richest 30% of the above countries.

Source www.nationmaster.com

Web site News

We now have two new articles on the home page. I have contributed an article which explains the importance of 'Testing' your marketing and promotional activities. The second article has been submitted to the site by Julie Banks who is a Reflexologist based in Hull. The article is about time management and avoiding stress in business.

If you would like to contribute a business article to the site, E mail your ideas to ann@summitup.co.uk

There are now two gallery pages of the local businesses we are using to illustrate our site.

www.summitup.co.uk

The Summit newsletter archives have now been added to the site and we have included July to January. February, March and April are available as links from the site map.

www.summitup.co.uk

Social Entrepreneurs

The Said Business School in Oxford teaches social entrepreneurship which according to its director is of growing importance in the business world. Social entrepreneurship involves taking a business look at problems in society and then using business methods to get results, rather than the traditional charity approach. There is still no profit motive involved. The Said school is 10 years old and one of its graduates set up Clean Start Energy which makes bio diesel fuel in India. Another graduate is in the process of setting up a business which is attempting to create new medicines to treat common illnesses in places such as Africa.

The Said school of entrepreneurship is funded by the Skoll foundation which although based in Silicon Valley in California holds its annual conference at the business school in Oxford. The Skoll foundation was set up by Jeff Skoll who made his fortune as president of EBay. ?

Source the BBC on line

Kingsmill

It's always difficult to know if an advert and an advertising campaign will be effective. Associated British Foods who own Kingsmill bread recently hired an Elvis impersonator and used the line 'By appointment to the King. 'Since the campaign started Kingsmill has lost one third of its market share of business. The executives at ABF put this down to the association of fried peanut butter sandwiches and the effect of a large weight gain on the health of Elvis. ?

Source The Week

Equality?

Today in Britain there has been a surge in the mega rich, reports Stewart Lansley in the Guardian. The government celebrates this emerging group as a sign of entrepreneurship. However Mr. Lansley tells us if you examine the facts Britain is internationally low in innovation and productivity rates.

According to Mr. Lansley the way the new super rich make their fortunes is by, financial raiding and speculative share dealing. Added to this he adds that the new 'entrepreneurship goes hand in hand with tax avoidance. ?

Source The week

Did You Know?

Tesco has more than 540 stores in 12 countries outside the U.K. the first store in the U.S. opens next year. The Tesco store in Budapest is their largest in the world and they opened in Hungary in 1994. In Thailand Tesco stores carry the 'Tesco Lotus' brand and they are the largest supermarket chain in that country with 100 stores. In Japan because of planning regulations Tesco has smaller stores which carry a local brand name rather than the Tesco brand. Still expanding Tesco is now looking at the markets in China and India. ?

Source BBC on line

Bee Bop a Loo Ba

A Leeds based company, Sound Leisure, which manufactures juke boxes has just launched its latest addition 'Milestones in Music' which means that jukebox owners now have access to 30,000 tracks of music going back to the 1950's. The company which was launched in the 1970's has 80,000 machines in circulation around the world and a large amount of the company's business comes from and replacement of existing machines. Customers include cruise ships and the Sultan of Brunei. Classic American 1940's style jukeboxes priced at £4,000 are very popular. The company was founded with £60 in capital and now has a turnover of £9 million and employs 130 staff at its Leeds headquarters.?

Source The Yorkshire Post