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SMALL BUSINESS

Planning, Finance and Control

SECOND EDITION

Jim Dewhurst and Paul Burns

M
MACMILLAN
EDUCATION

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Preface to the Second Edition

Since the book was first published (1983) a number of measures – many initiated by the government – relating to the supply of funds to small businesses have come into effect. The position now is that the UK businessman is no longer disadvantaged *vis-à-vis* his counterpart in the common market in terms of the provision of finance. It is probably true to say that a good business idea, properly planned and presented, need never be short of risk capital.

The problem indeed is more one of proper planning and presentation. More and more the small business manager must be able to plan ahead, preferably with the use of a micro-computer and a suitable spreadsheet. Our first edition has been completely updated; in this new edition the emphasis is on the steps that need to be taken for effective overall planning.

We have had a great deal of help from colleagues and friends in the preparation of this book. We would like, especially, to mention Sue Burns, and her work on Chapter 9. For all practical purposes this represents a complete rewrite of the Chapter 6 on taxation in our earlier edition. National Westminster, Midland, Barclays and Lloyds Bank plc have all supplied us with useful information: Lloyds Bank has allowed us to reproduce their structure chart.

We would also like to thank Carolyn Jane Claridge and Susan Anne Claridge for giving us permission to use their business plan. We wish them every success with their restaurant.

We may, at times, use sexist words and phrases, though only, we hope, where predominant usage sanctions it (an example would be 'businessman' rather than 'businessperson'). Throughout we ask readers to accept that 'he' or 'him' subsumes 'she' or 'her'. Otherwise, to put it bluntly, this book would be inordinately long!

January 1988

JIM DEWHURST
PAUL BURNS