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Article Four - Ingredients for business success

Preparing a plan and then monitoring it, on an ongoing basis, is a very important ingredient for business success.

The other key ingredients for business success include:

- being concerned about your staff, communicating with staff, letting staff know what your business plan is
- having concern for customers, establishing databases, having an ongoing communication strategy to keep customers informed about developments within your business
- having concern for suppliers, having open and frank discussions with suppliers about your customers' demographics and preferences, arranging to purchase products suitable for sale within your business and being supported by extraordinary service from your suppliers.

The key is to keep on reviewing the plan. When you start in business, find a "difference" in your offerings. Find a "niche market". Try and "learn" from other people. Employ people who are very capable and may be smarter than you. Know what you are doing and where you are headed in the market place.

Be humble and patient and realise that **a business is not a sprint - it's a marathon.**

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