

CONTENTS

Prologue: The false start iv

PART 1

| | | |
|---|-------------------------------------|-----|
| 1 | Introduction | 1 |
| 2 | Starting again | 25 |
| 3 | Putting the idea into practice | 41 |
| 4 | The opening days | 59 |
| 5 | Building on success | 77 |
| 6 | Branching out and preparing to exit | 99 |
| 7 | And in conclusion | 121 |

PART 2

| | | |
|-----------|--|-----|
| Appendix: | The Entrepreneur's Toolkit | 127 |
| Item 1 | The general business model and working capital | 130 |
| Item 2 | Risk assessment | 132 |
| Item 3 | Getting the start-up money | 137 |
| Item 4 | Drawing up the first rough financial plan | 144 |
| Item 5 | The decision to lease premises or buy them | 151 |
| Item 6 | Drawing up a detailed business plan | 156 |
| Item 7 | The formal documentation of staff appraisal | 172 |

Index 174