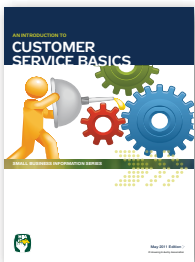




The small business information series aims to help those HIA members who own and/or operate a small business in the residential construction industry. They consist of short guides which explain, in simple terms, those business topics that every small business owner/operator needs to know.

More importantly, they show you how to use the information in your business using practical tools such as checklists, contact lists, worksheets and case studies of businesses in the residential construction industry.

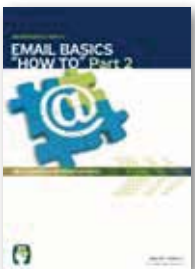
LATEST RELEASES (uploaded April/May 2011)



AN INTRODUCTION TO CUSTOMER SERVICE BASICS (MAY 2011)

This guide introduces you to the 2 elements that are necessary to having a good customer service system in place. They are:

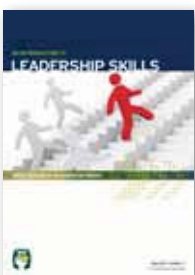
- customer service; &
- customer satisfaction.



AN INTRODUCTION TO EMAIL BASICS – HOW TO – PART 2 (MAY 2011)

Following on from Part 1, which showed you how to create an email from scratch, this guide shows you some extra features that you can use to make your email look a bit more business-like. They are “How to”:

- include an email signature;
- attach handwritten or signed documents; &
- check for spelling errors.



AN INTRODUCTION TO LEADERSHIP SKILLS (MAY 2011)

A common business growth strategy is to improve productivity. One way to do this is by sharpening up on your leadership skills. But what exactly is “leadership”? Experts in the field say that leadership is a combination of 5 qualities. This guide:

- explains what each of those qualities mean; &
- includes some tips to follow and traps to avoid when putting this theory into practice.



AN INTRODUCTION TO ECONOMIC CONCEPTS (MAY 2011)

This guide explains, in simple terms (using building business examples):

- those basic economic concepts that are important for running a business; &
- why they are relevant to your business.



CATALOGUE

PREVIOUS RELEASES

Cash Flow

Do your eyes glaze over when your bank manager starts talking about ‘current assets’ and ‘operating cycles’? Has anyone shown you, in a practical way that’s easy to understand, how to measure, monitor and manage your cash flow?

An Introduction to . . .



ACCOUNTING CONCEPTS (SEP 2010)

This guide

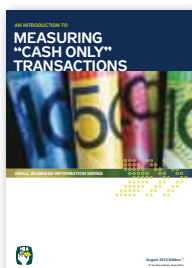
- gives a simple explanation of those accounting terms and concepts that all business owners need to know; &
- includes a case study (“Pete the Painter”) to show how they apply in the real world.



JOURNAL ENTRIES (DEC 2010)

This guide explains (using practical examples):

- what journal entries look like;
- what “accounts” are; &
- why journal entries are referred to as “double entry book-keeping”.



MEASURING “CASH ONLY” TRANSACTIONS (AUG 2010)

This guide explains:

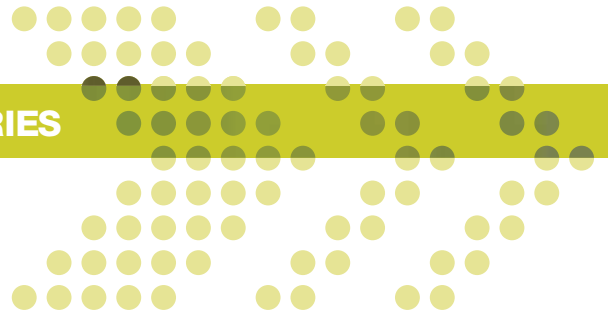
- what “cash only” transactions are;
- how to record them (in “cash books”); &
- how to keep “financial accounts” of those transactions.



MEASURING AND MONITORING PROMISES TO PAY (FEBRUARY 2011)

This guide:

- explains what “promises to pay” (also known as “accounts receivable” & “accounts payable” or “debtors” & “creditors”) are; &
- shows you how to measure (keep records of) & monitor (using an aged debtors’/creditors’ schedule) them.



PREVIOUS RELEASES

Marketing & Communication

Marketing lets your potential customers know that your business exists. Done well, it will motivate them to choose your business instead of someone else's. Once your business has attracted a customer, it's important to make sure you keep them. This is where communication skills come in handy.

An Introduction to . . .



MARKETING STRATEGIES (SEP 2010)

This guide explains how to put together a marketing strategy in 3 steps:

- understand your market;
- create your strategy; &
- review your strategy.



MARKETING ON A SHOESTRING (AUG 2010)

This guide explains:

- how to maximize your marketing efforts at minimal cost; &
- how HIA can help.



BRANDING YOUR BUSINESS (JAN 2011)

This guide:

- explains how to create a brand (using the worksheet that is included); &
- includes tips for managing your brand.



COMMUNICATING BETTER WITH CLIENTS (MAY 2011)

This guide explains how you can communicate better with your clients by providing you with a list of:

- tips you can use; &
- traps you need to avoid.



CATALOGUE

PREVIOUS RELEASES

Business Planning

A business plan is helpful for all businesses as it is a roadmap that can show you how you intend to (and can) achieve your business goals.

An Introduction to . . .



CHOOSING A BUSINESS STRUCTURE (AUG 2010)

This guide explains:

- what the most common business structures used in the industry are; &
- the importance of seeking advice from your lawyer and accountant.



BUSINESS PLANS (OCT 2010)

This guide explains:

- what is in a business plan; &
- what steps to follow in order to put one together.



RECORD-KEEPING LAWS FOR COMPANIES (JAN 2011)

This guide:

- introduces companies to the laws for keeping “written financial records”; &
- in particular, the “what”, “how” & “why”.



PESTLE ANALYSIS (FEB 2011)

This guide:

- explains the simple business planning technique of a PESTLE analysis;
- uses a practical building business example to explain the concepts; &
- includes a template worksheet for you to use in your own business.



CATALOGUE

PREVIOUS RELEASES

Business Technology

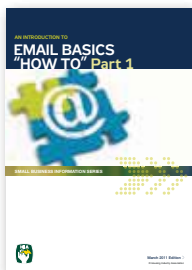
Know enough about your computer programs to get by but wish you knew more? Heard of cyber crime, but think it won't happen to you? Wish that someone, other than your kids, can help? Banish your techno-fear . . . it's really not that hard!

An Introduction to . . .



CREATING A SIMPLE SPREADSHEET (JAN 2011)

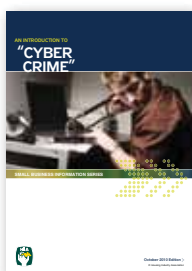
This guide is aimed at those small business owners who need help with setting up a spreadsheet. It shows you, using the spreadsheet program Microsoft® Office Excel 2007™, how to set up a simple spreadsheet. It contains screen shots & a simple step-by-step approach.



EMAIL BASICS PART 1 (MAR 2011)

This guide will introduce you to some of the basics of using the email program Microsoft® Office Outlook 2007. It:

- explains in simple terms (with screenshots) how to create & handle emails; &
- includes tips & shortcuts.



CYBER CRIME (OCT 2010)

This guide explains:

- what “cyber crime” is;
- how it can affect your business; &
- what you can do to help protect your business from cyber crime.



VOIP TELEPHONES (AUG 2010)

This guide not only explains all about VoIP telephones, but includes a ‘Transferring to VoIP Technology’ checklist and a real-life example of how one HIA member cut costs by swapping to VoIP telephones.