



# **Starting a Business from Home: Choosing a Business, Getting Online, Reaching Your Market and Making a Profit (Business Success)**

*Colin Barrow*

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The home is the most popular place for start-ups. With the rate of new business start ups being unaffected by the recession, more than a quarter of a million people in the UK start a business from home each year and four times that number giving it serious consideration. Entrepreneurs need little more than a laptop and a telephone line to start off with, but when the new business starts to expand they face the challenge of staying at home without sacrificing their growth potential.

Starting a Business from Home identifies business opportunities, gives advice on preparation and set up, and how you run, control and manage its growth.

Now with extra exercises and end of chapter advice, this new edition includes: researching the market, business ownership and title issues, raising the money and managing finances, building and operating a website, bringing a product to market and starting up overseas.

With appendices giving home-based business ideas and sources of help, as well as advice on research, getting the business started and an indication of how much money could be made out of each business, Starting a Business from Home is an invaluable practical guide for the aspiring entrepreneur.

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