

GOLDEN RULES FOR BUSINESS SUCCESS

12 GOLDEN STANDARDS

1. Recruit selectively
2. Provide good customer service
3. Keep to your core business
4. Present a good image
5. Dare to take risks
6. Maintain good credit control
7. Assign tasks appropriately
8. Market your product boldly
9. Check your purchases thoroughly
10. Know your market
11. Adhere to company regulations
12. Develop a complete business plan

12 GOLDEN SAFEGUARDS

1. Don't be miserly
2. Don't procrastinate
3. Don't be extravagant
4. Don't be dishonest
5. Don't be lax in collecting accounts
6. Don't compete through pricing
7. Don't give in to herd instinct
8. Don't work against product life cycles
9. Don't be overly conservative
10. Don't rely too heavily on credit
11. Don't lock your funds
12. Don't blindly endorse a product