The Ultimate South African Business Companion
Forms, templates and checklists for everyday use: Fourth edition
Lesley-Caren Johnson

THE PITCH
• An indispensable tool (the CD) and guide (the book) for small and big business owners, entrepreneurs and managers.
• Over 20,000 copies sold in various editions since first publication in 2007.
• Strong re-order title.
• New edition includes essential Consumer Protection Act information and templates.

THE BOOK
The Ultimate Business Companion CD contains all the business forms, templates and checklists that effective South African business owners and managers need to increase efficiency and growth in their businesses.

The book explains how the forms fit into business processes, explains why and how each section should be completed, and guides the reader in the most effective ways to utilise the documents.

Updates to the fourth edition include a new section on buying, selling and valuing businesses; how to run effective workshops; revised complaints procedures; website privacy; Turnover Tax updates; permissions-based marketing essentials; and a revised section on the Consumer Protection Act – including guidelines for drafting a Customer Service Policy.

THE AUTHOR
Lesley-Caren Johnson helps companies streamline their management procedures and business administration by compiling guidelines and simplifying systems. She also trains business owners in management and finance. Her experience spans a wide variety of industries, including the hospitality, retail, beauty, signage, motor, farming, educational, consulting and food industries.

#entrepreneurs #businessessentials #smallbusiness

“Easy to understand and adaptable, this book [is] a great way to save time and frustration and still have all bases covered... an essential addition for any business owner or budding entrepreneur.”
– The Citizen

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