Starting out's easy - success comes a little harder

By LORI TAYLOR

Herald staff writer Almost anyone can start a business, but not everyone can make a success of It, Penniesworth owner Lynn Barnard told members of the University Women's Club Tuesday. Mrs. Barnard and Marg Ta-



Marg Tanas (left) of the Georgetown Secretarial Service. and Lynn Barnard, co-owner of Pennlesworth on Main Street, show some of the resource material they recommend to anyone interested in starting their own business. They emphasized in a talk to the University Womens' Club Tuesday that planning shead is an important factor in starting and running a successful business.

(Herald photo)

Persons looking to start their

own business needs to have

nas, director of the Georgetown Secretarial Service, spoke to the University Womens' Club and members of the public interested in the whys and wherefores of starting a business. Marion Manning. owner of Toy Magic, was also to have been present, but was called out of town.

Mrs. Barnard, in partnership first with Carolyn Slmmons, and now with Greta Hopkins, has operated Penniesworth in downtown Georgetown for four years. The store capitalizes on the trend for recycling by offering parents a chance to sell children's clothing and toys which have been outgrown, and to buy used clothing and toys in good condition.

Mrs. Tanas has operated the Secretarial Service for seven years, starting with a small operation out of her home, then expanding to include temporary and permanent placement services as well as office ser-

During the Second World War the Canadian Red Cross Society collected blood from volunteer donors nationwide to supply the Canadian Armed Forces with dried plasma. More than 2.5 million bottles of blood were processed. As a result the lives of many soldiers and war victims were saved on the battlefields and in the bombed cities of Europe and North Africa.

Mrs. Barnard said. It takes an "enormous" the concept of my business as I did four years ago," she sald.

emotional committment, as well as time and finances, to run a business, Mrs. Barnard said. The failure rate of small businesses runs at about 50 per cent over a five-year period, she said.

line. "You have to be able to work without the immediate reward of a pay cheque," Mrs. Barnard said. "You have to be the kind of person who finds a reward in what you do."

She also suggested a businessman must be fairly objective about his or her own capabilities.

"You don't have to feel . intimidated about this. You don't have to have all the characteristics I've mentioned here to suceed, but you'll

"I believe as much today in

Stamina is also important --"The hours you work are incredible" - And self-discip-

> . Market research is an important part of preparing to open a business, Mrs. Barnard said. Ask questions, like the type of market in the area, how big an area the business should draw on, the specific market the business is aiming for, the percentage of the market already taken by other businesses, and how other similar

probably develop them as you very important, and rent

"If you're thinking about starting a business; try to be aware of the economic climate and trends," Mrs. Barnard said. "It has been a factor in the success of my business."

businesses are making out, she

should not be the prime consi-AWARE OF TRENDS

Mrs. Tanas reminded the

deration, Mrs. Barnard said, Factors such as the lay-out and the need for a display window in some businesses should be considered. She also recommended examining the lease carefully to find out exactly what costs are included in the

audience that there are a lot of regulations governing small businesses, and said it pays to investigate them thoroughly before starting out. POOR TIME

"Poor business management and poor time management are the big areas for failure in business," she said. "Controlling my time has been one of the biggest lessons I've learned."

"You must sit down and plan on paper, financially and everywhere else. You have to have goals to reach for and they have to be on paper." Mrs. Tanas suggested having five-year, three-year, one-

year and daily plans, and reviewing them from time to

"Financial strains are often caused by lack of planning," she said. "Organization and procrastination are the biggest time wasters."

Planning should allow flexibility for the unexpected or for emergencies, Mrs. Tanas sald. She also suggested allowing time for jobs that take longer than expected, and time to

taking advantage of the Federal Business and Development Bank, which offers workshops, seminars and professional ad-

vice to businessmen. She also commented on the complaint many women make about not being able to get financing from banks because

they are women. "If you go in well-prepared, self-confident and organized. there's no reason why you shouldn't get a loan," she said. "There's no difference betbusiness world as far as I'm concerned."

Mrs. Tanas said she is just as excited about her business as she was when she first started doing typing for people

in her home. "Anyone who survives three years is doing something right," Mrs. Barnard said. "Lots of businesses fail in their first year."

"Remember, behind every successful woman is a surprised mother-in-law," Mrs. Tanas

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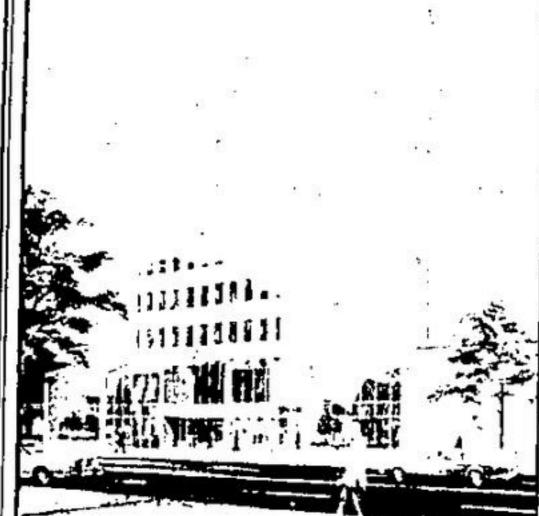
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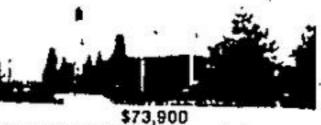
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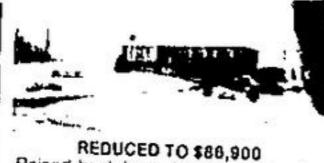


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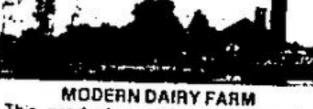


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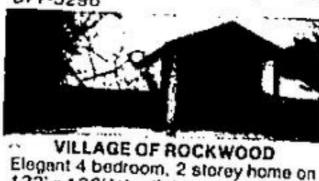
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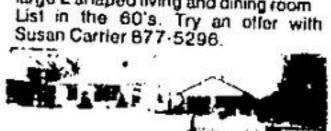
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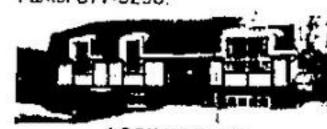
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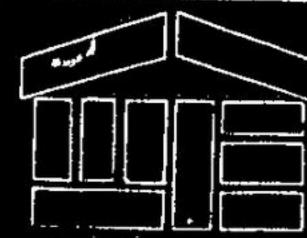
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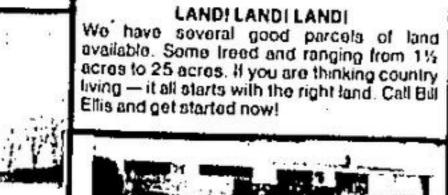
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