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The Business Park *focus*

ADDRESSING THE BUSINESS NEEDS OF THE INDIVIDUAL BUSINESS STORE OWNER AND PLANTING THE SEEDS FOR A SECURE FUTURE.

Your website is the window into your business mind and reflects how you will treat your customer. If it is messy and haphazard this can tell your potential customers how they may be treated by you. Always put your best foot forward in all your business ventures.

Auctions/Mall vs Your Own Website

You may feel you only want to sell your products and not go through the hassle of creating a website. The Business Park has taken the time to offer it's customers all the advantages of both venues.

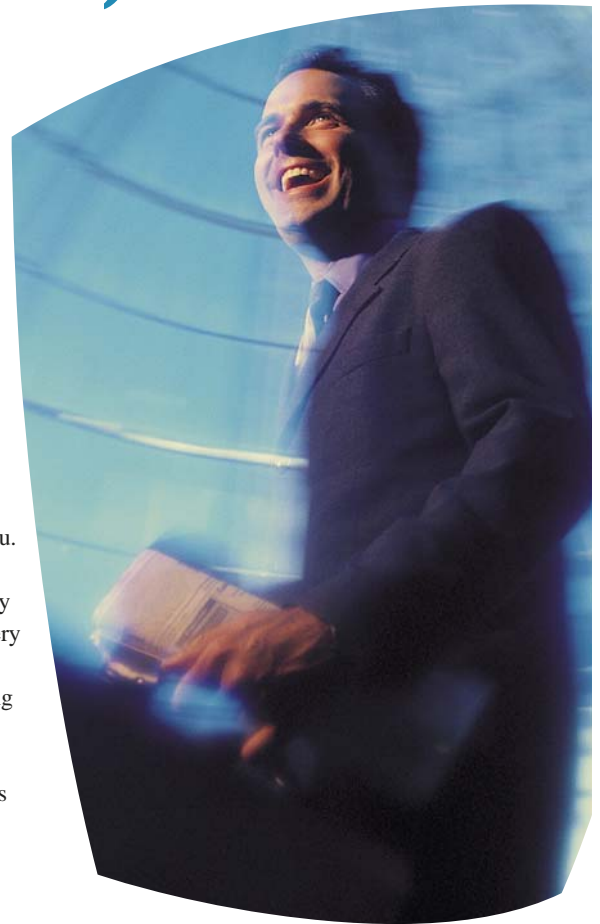
[The Business Park Auction](#) is for those who want to offer their customers a chance to bid on available products.

[The Business Park Mall](#) is a place where you can sell your products either singularly or from a storefront at set pricing.

Your own website gives you an opportunity to use your creativity and present your products in your own special way.

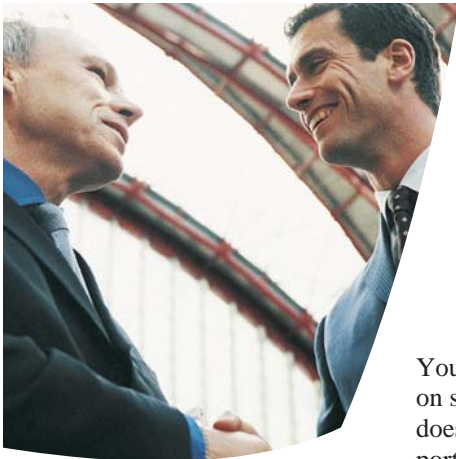
No matter how you present your product, The Business Park is here to work with you. Our [Forum](#), [Training](#), [Tools](#) and [Site Creation](#) pages are to help you on your way to creating your business. Learn to use every avenue available when it comes to your business. We constantly update the learning sections of our site so you can better plan and succeed at your business.

If you have any questions please contact us at our [Support Page](#) and we will work diligently to answer your questions.



MARKET WATCH

Unless your product is something that is needed it will not sell. Take the time to do research on your potential product(s). Conduct surveys, talk to people who don't know you, friends often don't give truthful answers for fear of hurting your feelings. Even if it means you have to wait before starting your business, the extra effort will be worth it in the end. Don't spend all your time convincing yourself you have a great business idea. Let the numbers prove it to you. It is always better to have an income rather than a closet full of items you can't even give away.



Find your competition and be better

If you want to have a successful business it will usually take seven failures before it happens. Don't give up, fail until you succeed.

Take time to walk the sidewalks of Market Research. Each and every piece of confirmed information you find is a step closer to being ahead of your competition. Research is always your means to an end in business. Through proper research you are opening doors to knowing how your efforts will be rewarded.

You will not find one book on starting a business that doesn't devote a major portion to Market Research. Yes, those annoying people in the malls asking you questions about just about everything. Even if you don't like them, they fill a powerful place in the market place. Knowing what people think of your product(s) before you spend thousands on producing them is invaluable. Even if you find people aren't interested in

what you want to produce, there are other directions you can take. Remember, you want to start a business, not prove you can sell something to an unwilling public. Hire some starving college students to stand in the mall and ask questions until you do find a product that the public wants, and then provide it. You are going into business to provide a secure future for your family. Take the time to do it right the first time.

SMARTER INVESTING:

Research is Time Well Spent



Research is an investment in the success of your business.

It is placing on paper the potential of your idea actually making you money. Coming up with an idea and then running out and doing it rarely has success. Don't become one of the failure stories, take the time and be the successful one everyone strives to become. The key to your future is research. It will open the lock



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