

Introducing the

Biz-Setup Kit

The Work Smart Start Up Pack

*“Get Setup, fast, easy & successfully with our
Pre - Setup Business Package”*



*“No Man will make a great leader
who wants to do it all himself,
or to get all the credit for doing it”
-Andrew Carnegie-*

*“Success, in life & business,
comes from doing what you’re born for
& out-sourcing everything else.
-Max Soutter-*

Why Do Businesses Fail?

THINK ABOUT THIS: 90% of businesses fail. The entrepreneurs behind these ventures aren't idiots. Many were dedicated, experienced & connected in their industries. Some had brilliant GROUND BREAKING IDEAS, MORAL SUPPORT from family and friends, GOOD LOOKS, 'born to do it' TALENT, WINNING ATTITUDES blah, blah, blah- Yet STILL, they failed. Oh and before you say it - Yes some even had FINANCIAL SUPPORT.

Admit it, some of those failed entrepreneurs had a lot more going for them than you do. So how can you avoid the same mistakes they made and get your self into the 10% of successful businesses?

There's an abundance of 'expert business advice' - bookshelves, internet, libraries etc. Yet virtually all of them leave out three critical & fundamental truths. Truths so incredibly powerful, but so simple & obvious that almost everyone misses them.

TRUTH #1: To Own A Business That Operates Successfully, FIRST You Must Successfully SETUP That Business.

Systems, polices and procedures don't just happen. Employees don't magically appear from nowhere at the time of your need. Marketing research, strategy and material need to be conceptualized, created and then initiated. Same goes for financial management.

If you implement accordingly from the start you'll gain tremendous growth & profit advantage over others. Yet few do. Why? 3 main reasons.

- A) They've never been taught what takes to setup a fully functional and operationally sound business.
- B) Can be extremely boring to 'think systems and all that stuff'.
- C) It's often a lot of work. (Another reason it barely finds it's way into the Best Sellers)

The Importance of the setup process comes down to one big realization. It separates businesses destined for greatness from those that'll always be small and barely profitable; It is this...

No proper setup = Fluctuating & unreliable cash-flow, inconsistent service, unsustainable business strategy, low growth capacity = Unattractive for investors, partners, employees and very unattractive to CUSTOMERS.

Are you one of those who prefers to put off all these considerations until after the big money comes in? Problem with that is you're making all your first impressions with customers, employees, potential partners, suppliers without them. Guess how much that slows down your business?

TRUTH #2: It Takes A Different Skill Set To Setup A Business Than To Operate A Business.

Successfully OPERATING a business and successfully SETTING UP a business are two different things. Setting up is what you do to get to the place where you can operate it.

Think about it in any area of achievement. Operating a computer is very different from creating/designing or setting up a computer. Operating an already existing business system is very different from knowing what systems your business needs and how to put them together.

Having management/ executive or technical experience doesn't mean you can setup a business. Most likely you were operating within and around systems that were already created for you. It's also unlikely that you have experience in all the major areas of setup.

TRUTH #3: You Don't Need To Be A Computer Engineer To Get A Computer For Your Business.

It seems obvious doesn't it? It takes years of study and experience to be an expert engineer. You wouldn't waste all that time and money just to get an office computer for your secretary? Most likely, you'll just trust the experts. Buy a computer from them. Keyboard, mouse, monitor, CPU with Mother board, microchips, hard drives - the whole package created for you. You can have the same for your business...

Meet the Business Setup Package...

What Is The Business Setup Kit?

It's an expert package designed to fast forward your business startup phase. Instead of having to do all the difficult, confusing, expensive and time consuming work of setting up your business yourself, the BSK allows you to out-source that whole process to experts.

With more than 200 business setups in 40 different industries, we can help you go from

A shaky startup to successful setup in record time.

Throughout this document you'll see 'Business Setup Kit and Pre Setup Business, all used interchangeably - both the same thing with one difference: The Pre Setup Kit is a setup package put together in advance for a particular industry. The Business Setup Kit is custom designed for an individual.

No matter where you are in the world, if you'd like to start a business in Zimbabwe or anywhere else, this kit is for you.

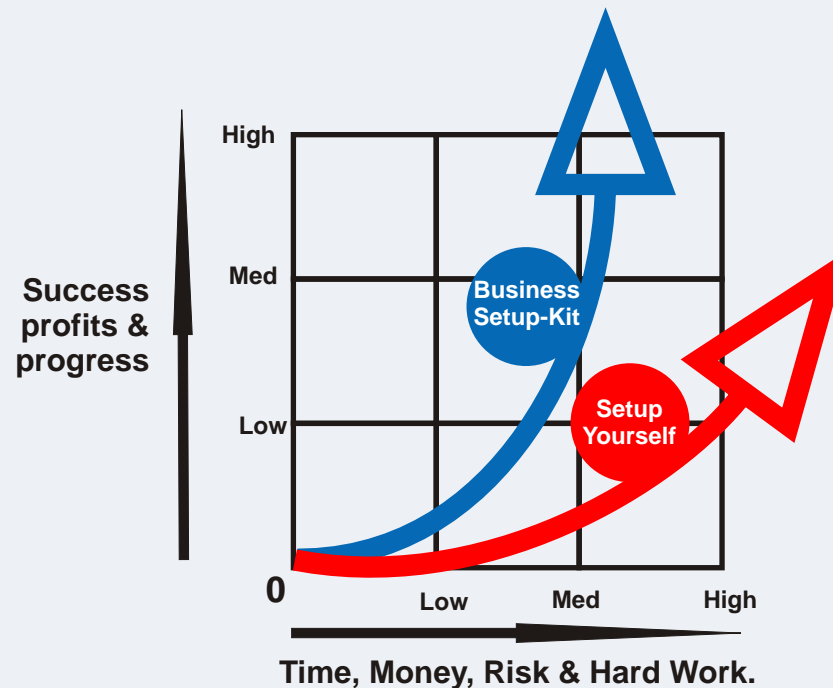
The Business Setup Kit includes the following;

- 1) Full company registration
- 2) Corporate brand development/ logo design
- 3) Stationery design & printing (business cards, compliment slips & letterheads)
- 4) Website design, development & initial jumpstart promotion
- 5) Transaction set (Invoices, quotation, order sheets, billing & shipping etc)
- 6) Finance management pack (over 50 tools, templates & guides)
- 7) Marketing management pack (over 70 tools, templates & guides)
- 8) Human Resources management pack (over 200 tools, templates & guides)
- 9) Office host facilities. Professional address, receptionist, postal address, office Facilities, Boardroom or office meeting facilities etc.

Look the Success Graph...

The Success Graph

Examine the graph for the comparisons between the two approaches.



Don't go it alone, here's why...

Time: You're limited by your two hands and two feet. You're also limited by your lack of experience, talent, knowledge, connections and ideas.

Money: You'll spend money to learn things you didn't have to, to redo mistakes you shouldn't have made, hiring people the wrong services and service providers and missing out on customers that could have been yours.

Hard Work: Long, difficult & sometimes wasteful hours

Risk: Having to rely on yourself instead of expert increases risk of mistakes and wasted resources

Here's why time is so critical in Zimbabwean Business

Why is time so important?



Why not take your time? Does it really matter that much how long it takes to setup your business? There are a thousand answers to this question, but here are a few of the main ones for you to consider.

The longer it takes to setup...

A) The longer it takes to reach profitability. It takes time to establish yourself as a trusted supply of goods. Word of mouth takes time to gain momentum. Big orders don't usually come to brand new businesses, especially those that look like they're *still* setting up. In any start up, your first sale is your most important sale.

But the dangers of a slow setup go far beyond that...

B) Momentum is fading... You started off on fire. Vowed you'd see it through to the end. It all looks so right, so doable in the beginning. Now just 6 months later, everything has changed. Things don't look so good anymore. Your employees are looking for other jobs or spend the whole week at the bank. your partners want out and you are starting another side business to supplement your earnings.

C) Costs are growing daily... When you began, inflation was at a mere 10 million percent, now it's at 200 BILLION. And counting. Not only that, but cash is no longer available. You can't even do your shopping in local currency anymore... But government won't let you charge in FOREX. Even in FOREX, costs are going up. No one wants or can afford your products anymore...and you're still setting up.

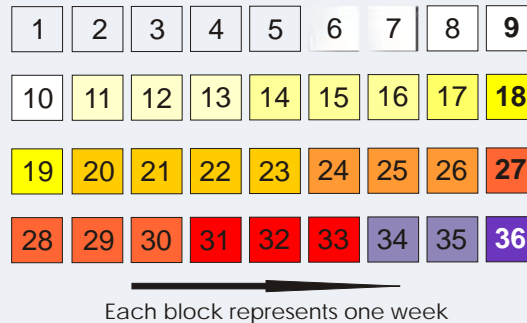
D) Competition growing. More competitors for a shrinking market. You were one of a few to spot an opportunity, now 1000 others have seen it too. Some of them are fully setup and have a lot more credibility, word of mouth and cash flow than you.

E) ETC

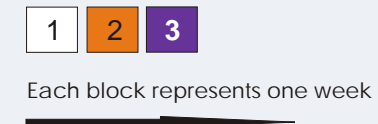
The following diagram shows the difference between a fast setup and a slow one...

Actually, the graph you've just seen isn't very accurate in it's comparison. In reality, the difference between the two is A LOT more drastic. The first diagram shows a Typical Setup Schedule vs a Pre Setup Schedule. Comparing these two pics will give you an ideas of how much time is lost or saved depending on your approach.

Typical Setup Speed.



Pre-setup Speed



What's happening throughout the setups?

Company registration, logo and stationery design, stationery printing, design and publishing of marketing material (website, newspaper advert), creating tools and systems for the management, measurement and implementation of finance, marketing, human resources, hiring employees, designing and signing of contracts and partnerships, looking for offices AND MORE. *But that's not all...*

Why is it taking so long?

Well in addition to the time it takes to get each task done properly, there are the natural in-between lag times. These are times when you don't or cant implement the next step of setup. You're too busy, too lazy, no money, don't know what to do next, don't know where to get a service done, procrastination, mistakes that need correcting, unforeseen delays, personal issues to take care of or just waiting for someone else to complete a task. It all adds up very fast. *But that's still not all...*

Trying to setup and operate at the same time. Since setup is going so slow, it'll be a while before your new business is generating results for you. In the meantime, you still

need to eat. That means you'll end up doing other stuff to supplement your income as well. Maybe you're still in your old job or you've got another project running or both! Whatever it is - add up all the factors I've just mentioned, PLUS having to do this other work and you can see why it takes so long to setup the new business.

Now compare that with the Business Setup Kit

Pre-setup Speed



Each block represents one week

3 weeks, that's it!

That's 3 weeks OR LESS vs average of 36 - 42 weeks to setup. How much is 33 WEEKS/9 MONTHS of your life worth to you?

How much is it worth to you to spend that time doing things you're good at? Things that make you money? Things that support your values. Doing the things you actually went into business to create and enjoy.

And what's happening during those 3 weeks of setup?

Your company is fully registered, your brand and stationery designed, even printed, website designed, tested & setup. Literally hundreds of tools, templates, guides and checklist are put together for you. You've got a major head start on your financial, marketing, Human Resource systems, structures, processors, policies. All this is being done FOR YOU...with very, very *little* work on your part.

Business Setup Kit VS Self Setup

Business Setup Kit: Takes just 2 - 3 weeks (At the longest) to complete setup process.

Self Setup: Takes between 36 - 42 weeks to reach the same level of setup

Business Setup Kit: Take advantage of years of experience in setting up businesses. More than 200 businesses in over 40 industries. Less risk of mistakes, delays and business failure.

Self Setup: Having to rely on skills, knowledge, experience and contacts you don't have unnecessarily. You don't need to become a carpenter to get an office desk. You don't need to become a setup expert to start a business.

Business Setup Kit: Save money by getting a complete package in one place at the same time. Avoid costly mistakes and unnecessary costs often associated with new start ups.

Self Setup: High risk of paying more for less.

Business Setup Kit: Credible & professional image from day one means more effective communication with customers, investors and employees. Marketing generates more money, faster and easier.

Self Setup:

Business Setup Kit: Full setup website giving a credibility and reach edge over your competitors. Options also included for free registration and hosting option. Also we'll direct targeted traffic to your site for the first month to get you going.

Self Setup: Go out to find and hire expensive or unprofessional web design and marketing services.

Business Setup Kit: Finance tools PROVIDED for management, budgeting and planning from day one. Professionally put together and proven to be effective. (An absolute must for credibility with potential investors and partners).

Self Setup: Having to put your own time into developing tools and systems to manage, measure, account for, budget for your business.

Comparison continues...

*Comparison continues
from previous page*

Business Setup Kit: Guides, polices, letters, contracts, templates etc for how to hire, manage, out source and fire *employees & relationships* and more. All this provided for you.

Self Setup: Endless delays, difficulties and mistakes with employees. Wasting time, energy and making hard to repair mistakes.

Business Setup Kit: Template sales letters, marketing strategy documents and guides, and over 50 tools to *put our marketing on track*, fast.

Self Setup: Having to rely on skills. Time, knowledge that you may not have is this ultra critical area.

Business Setup Kit: Office host facilities option. Enjoy all the benefits of an office without the huge cost struggles. comes with receptionist, boardroom, office, post delivery address and more. Instant credibility and accessibility.

Self setup: Join thousands of other entrepreneurs looking for limited, expensive and hard to find office space. No receptionist, printer, boardroom facilities or anything else organized for you.

With all these reasons to secure a business setup kit, why go about it the hard way? Will you become a carpenter when you need office furniture? Will you become a computer engineer when you need a computer for your secretary? The answer is no i hope.

As an entrepreneur, your job isnt to do everything alone. Rather, you'll be trusting professionals and employees to do for you what you cant or shouldn't do for yourself.

The vision of the Business Setup Group and our setup packages and pre setup businesses, is to allow you that freedom. So that you can focus on what you need to do, on areas of your own expertise.

Let us help you turn your business start up into a business setup.

Here's how to get started on your smart setup...

Contact Us.



Call: +263 011 611 853/ 11 867 867

Email: max.soutter@gmail.com

Website: www.bizsetup.wordpress.com

Address: #10 Letembo Drive, Letembo Park/ Greendale, Harare, Zimbabwe (*Visits are by appointment only*).

If you're outside of the country, then simply call or email Max Soutter directly.

You have two options. Either a Pre-Setup Business or A Business Setup Kit. We often have a number of business setups in multiple industries, already setup and ready and waiting for you. These are called Pre Setups.

Or you can get a custom kit, known as the Business Setup Kit. Let Max know what type of business you're interested in for full details on available options. Don't procrastinate, contact us today.

DEEP Discount. (From 1st Nov 2008 - 30 Nov 2008)

You need only look around to know that the BSK is a very unique package. However, if you break down all the services and get quotations for each service, you'll soon realize it can also be a very expensive kit.

(Graphic designers, web designers, lawyers, marketing strategists, accountants, HR consultants, office buildings etc you could easily spend many thousands of dollars - and if you wait too long, you may have to however for the remainder of 2008 the Business Setup Group will offer you this kit a ridiculous discount.

The price of BSK for this time will range from the equivalent of \$450 USD - \$1200 USD depending on the specifics of the kit and the options you're looking for. Give us a call to get started on a Business Setup Kit to suit your needs.

About Max Soutter

Max Soutter is obsessed with business growth and marketing strategy. He's also the founder of the Business Setup Group (BSG). An business committed to helping entrepreneurs setup and grow their businesses and profits faster and easier.

Max distinguishes himself as a highly strategic & innovative business mind, obsessed with results. He's personally partnered, advised or contributed to the startup & growth of over 200 businesses in more than 40 different industries. Already His latest e-book "The Desperate Cash Baron has helped hundreds of entrepreneurs primarily in United Kingdom, Zimbabwe & South Africa.

He's also invested thousands of hours of research into the most powerful business growth and marketing strategies responsible for many of the worlds greatest success stories.

Max, an outrageously committed Christian and family man. He's unusually happily married to Connie, with a brand new baby boy, dangerously cute.



Max & Connie Soutter