

Business and Branding

Not so important tips for: A Long Term Possibility..

Lets Clear A Few Things First

- Business is not a fling. It's a serious affair and requires the ability to stand your ground as a Business and a Business Owner.
- You cannot be a short term thinker, and dream of owning an empire. If you are, then you should get into 'small' retail businesses. It mostly doesn't require long term thinking.
- A sovereign businessman/businesswomen must have his/her Long Term Goals, Visions and Ideas defined Precisely.
- Your road map for the next 25 years has to be laid out in order to Stay On Track, Flourish and Strengthen Your Monopoly.

Basics Of Building A Brand

- **Friendly** - attentive, beneficial, benevolent, civil, familiar, favorable, genial, good, helpful, loyal, neighborly, on good terms, receptive, sociable, welcoming, well-disposed.
- **Secure** – safe, sure, certain, confident, assured and steady.
- **Warm** – cordial, hearty and genial.
- **Durable** - abiding, constant, dependable, enduring, firm, fixed, impervious, lasting, long-continued, persistent, reliable, resistant, stable, strong, tenacious, tough.

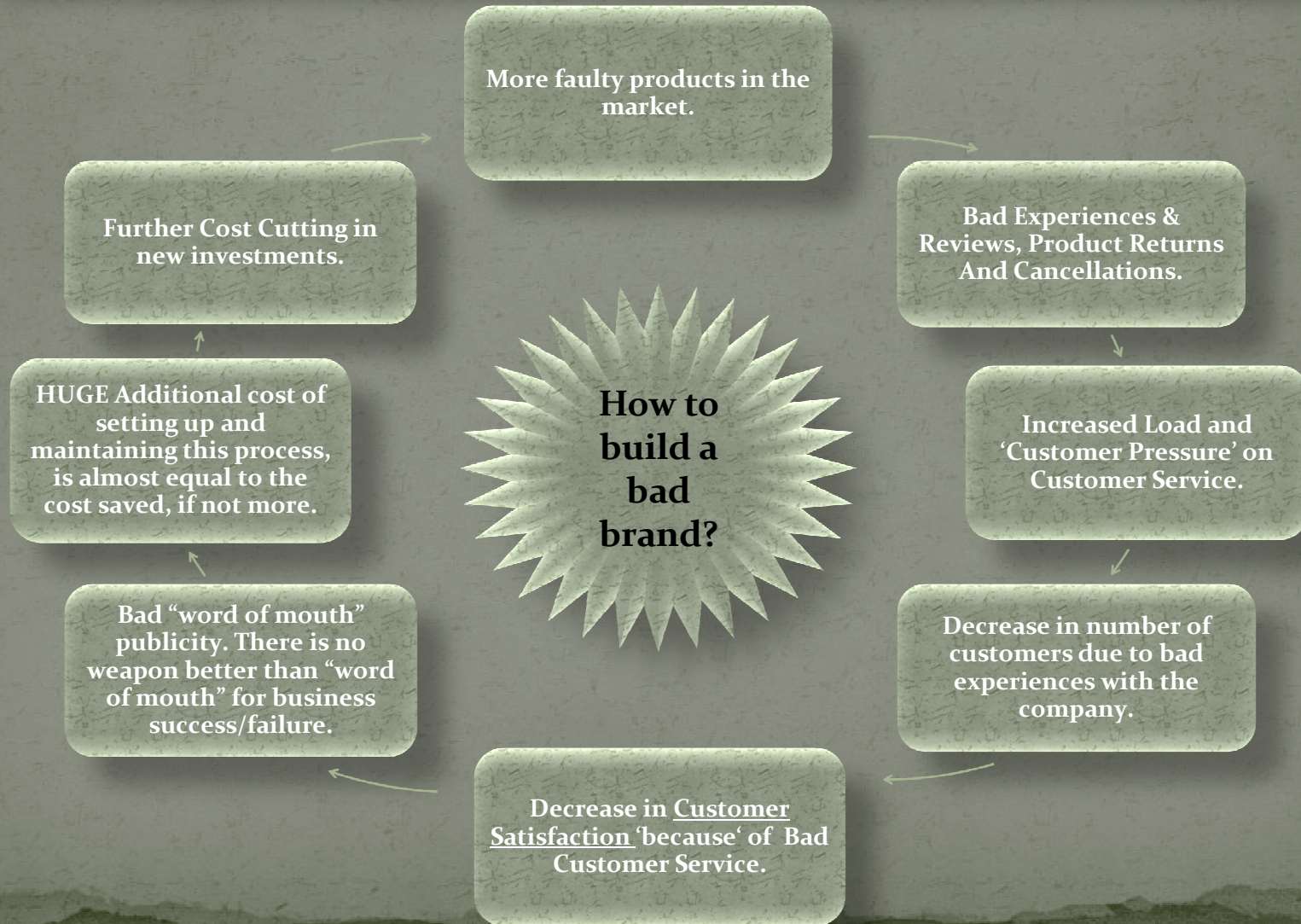
A Few Things That Majorly Hamper A Brand Image

- Annoying Advertisements
- Unhealthy Work Environment
- Cost Cutting
- Bad Customer Service
- Bad PR and Communications
- Bad Quality

Refrain From

- **Cost Cutting** – 100% No No. Detach if already applying.
- **Cheap and Annoying Advertisements** - No matter how tempting the idea, lose it if it's going to annoy your customers, your brand will not be well received.
- **PR and Communications** – Hire good employees or hire the best agency. It's definitely going to increase sales.
- **Healthy Work Environment** – Maintain a happy place at work. Boosts the morale of your employee.

Cost Cutting = Creating an Unnecessary Vicious Cycle



PR and Communications

- Imperative to have and maintain good 'Public relations' to increase awareness of your brand in the market.
- Quality of communication content has to be extremely high for forming a strong brand image in the receiver's mind.
- A brand should have a story for it to succeed. All legends have a story.

Healthy Operations

No 'Short Term' only Long Term strategies.

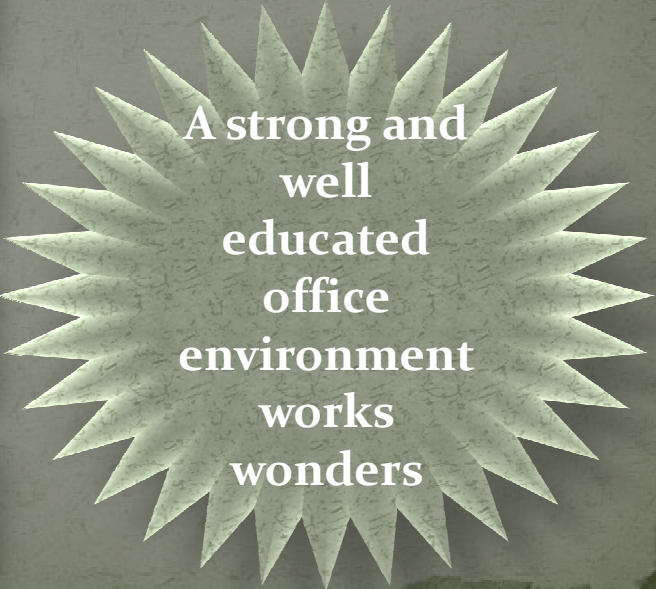
Awareness of business goals and road map amongst employees.
Very important for them to have a sense of your direction.

Open door or closed door, be politely stern with your subordinates
(Without their support you are useless)

Don't scream at your team.
It decreases employee morale and affects their 'performance'.

Judge an interviewee by his 'ability' to work for that position, not his certifications.
(It's very easy to get certified nowadays)

Get rid of or change the attitude of 'airy' employees.
They are just spreading an invisible bad effect in the organization.



A strong and
well
educated
office
environment
works
wonders

A Healthy Work Environment

Boosts the morale of your employee (Don't need science to prove that).

Better product delivery

Happy customers!

Increases employee efficiency.

Better quality output.

Have a healthy image within your business and project it onto your customers

Everything Else Comes Later

- Short term operational strategies to achieve the long term 'goals and visions'.
- Implementing Standards
- Micro-level management
- Targets
- Meetings
- Daily work schedules



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