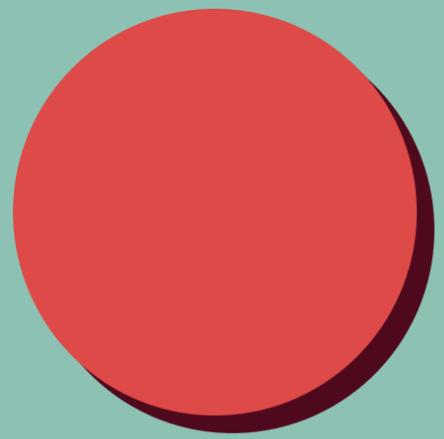


6

IMPORTANT TIPS

FOR SMALL BUSINESSES CONSIDERING A WEB-BASED POS

Replace your bottle of aspirin with a web-based POS: Endless paperwork & data crunching takes up time, energy and causes at least a few grey hairs for many small business owners. Making the end of day report is a headache and reason enough to not want the day to end. But with a web-based POS, your records should only be a click or two away. Not only that, you can check in on your sales status throughout the day. And a POS like Pose let's you track, tailor and see trends by day, month or



INSURANCE, LICENSE, PERMIT FEES

In most areas, businesses are expected to submit to health inspections and authorizations and obtain certain business licenses and permits.

EQUIPMENT & SUPPLIES

Every business type requires some form of equipment and basic supplies. Before adding equipment expense to the list of startup costs, a decision has to be made: to lease, or to buy.



ADVERTISING & PROMOTION

Advertising and promoting the business is much more than ad placement. It also includes marketing - everything a company does in order to attract clients to the business.

BORROWING COSTS

Starting up any kind of business requires an infusion of capital. There are two ways to acquire capital for a business: equity financing and debt financing.

