There are a number of factors involved in ensuring the success of a small business. These factors are not useful without being integrated with one another to create the optimum situation for any type of small business. In the table shown, six key ideas are mentioned.

The first group of ideas are those concerning the customers of the business. This is a vital area which cannot be overlooked. First of all, understanding what these customers expect from the service being offered is fundamental to its success. By looking at and catering for their views, it is likely that they will become satisfied with the product and will, therefore, remain loyal. In addition, a further analysis of what these customers like and dislike about the concerned product(s) allows the businessperson to develop a suitable marketing plan, further enabling them to be more guaranteed of a reliable clientele.

In addition to the above issues, location is also a very important factor for a successful small business. Firstly, premises should be selected that are within the budget of the persons/people involved. If the rental costs are excessive, it would often prove more and more difficult to sustain, which would in turn affect the prospects of the business. Similarly, the site needs to be appropriately accessible for its customers (such as pedestrian or heavy vehicle access where necessary) while at the same time being safe for all concerned. By ensuring this, the flow of customers can be set up and the maintained.

A third area which needs to be considered is that related to the more day-to-day running of a business. For example, controlling stock within the business. This ensures that there is always product available when customers require it/it, while at the same time ensuring a control tight enough to know that there is no unnecessary over-spending occurring. In turn, this keeps the businessperson and the customers happy.

Similarly, keeping a close watch on current trends and competitors is vital to a small business's success. Recording prices and advertisements means that figures can be adjusted accordingly, to fit in with what other competitors.

In conclusion, there are a variety of issues to consider concerning the success of a small business. Such things as location, customer base, and daily running of a business, are all interconnected and must all be considered, therefore, for a true success.
This diagram shows the most important aspects of running a successful small business. It gives six key points and the reasons for, or results of, following the advice.

The advice given for starting a small business can be divided into two main areas: advice relating to attracting and satisfying customers, and advice relating more to the financial side of the business.

The three key points in the top half of the diagram deal with location, service and product, as related to customers. The box on the left contains the suggestion that prospective business owners choose their location carefully, ensuring that it is in a safe area and is easy to get to so that there are plentiful numbers of customers. In order to obtain loyal and happy customers, the diagram advises a clear understanding of what kind of service customers expect. This last piece of advice relating to customers states that small business owners need to be aware of customers’ opinions about their product. This knowledge will enable the owner to develop successful marketing strategies.

The lower half of the diagram relates more directly to the financial side of running a small business. One of these points also relates to selecting suitable premises, advising people to avoid excessively high rent in order to keep monthly fixed costs as low as possible. Another important suggestion is to ensure a careful control of levels of stock. This control is necessary to prevent too much money being spent on stock and maintain sufficient cash flow. Pricing strategy is the final key point. The diagram advises studying competitors and keeping records of their prices and advertising. This enable the small business owner to develop effective pricing strategies.

Ultimately, all of the advice given tells prospective business owners how to ensure that their business is financially successful. The lower three points are directly related to the finances but it is the customers that also create a profit for any business, so both of these areas are vital.
"Key Factors in Running a Successful Small Business"

To start with one of the most important things to think about when running a small business successfully is the location of the business. It needs to be in a highly accessible area where you have a significant amount of both foot and vehicle traffic passing by. This ensures a plentiful number of customers. Also, the location should preferably be in a safe area/neighborhood as well as being in a good position on the street where you will have no worries with cars turning in off the street.

Secondly, being able to understand customers’ expectations of your service as well as knowing what your customers like and dislike about your product are matters to be thoroughly considered.

For example, good customer service and public relations within your customers will always mean customers will be satisfied and will keep coming back to your business. This ties in with knowing what your customers want from you business – their likes and dislikes of your product – because if you can satisfy them with excellent service and excellent products, they will remain loyal and you will be able to eventually develop a marketing plan that suits you and your customers.

All the above things are concerned with pleasing the customer but to maintain these qualities, you take certain factors into account and monitor them.

Studying other competitors in the same business as you enables you to help determine and assess your own pricing strategy and an effective way of doing this is to keep files of the competitors adverts and prices. (pricing information)

Finally, the last two factors which are very important for running a small business successfully, is to consider financial matters, such as the rent you’re prepared to pay and the amount of stock you keep.

Location once again is a significant financial matter. If you want your business to be in premises that are not excessively high in rent and which won’t have too many overhead fixed costs. If the fixed costs are monthly, you don’t want them to be too high.

Keeping a strict eye on the levels of stock you keep will ensure adequate cash flow and will prevent unnecessary spending or over spending.
There are a number of key factors which are important when deciding to establish a small business.

To begin, it is essential to consider the options for a possibly location of the business. Issues such as accessibility of parking and appropriate numbers of passing pedestrians, all need to be carefully considered and prioritised. In addition, the major overhead cost of rent needs to be weighed up in relation to the location. Excessively high rent can be a major problem for a small business which is just starting out.

Secondly some control needs to be kept on levels of spending to ensure an adequate cash flow throughout the year. Controlling levels of spending on stock is therefore essential to the success of the new enterprise.

A further consideration is that of customer service. Attention to this vital area ensures that customer satisfaction and loyalty are assured and that the business will continue to grow over time. Surveying clients in order to discern their likes and dislikes of your product range will contribute important information to assist you in your market planning in the future.

Finally, a study of your competitors’ prices and range of products done by scrutinising their advertising should assist you with determining your own pricing strategies. This will be vital information for the success of your business.

All of these factors are considered carefully and put in place appropriately, the success of a small business should be guaranteed.
Running a successful small business is dependent on several factors. The way you deal with customers, the place you choose to set up your business, and the way you compete with other companies all affect the success of your small business.

Perhaps the most important aspect of running a small business is keeping up with and living up to customer expectations. Understanding customers’ expectations of your service is very important and ensures customer satisfaction as well as loyalty to your company. Moreover, making an effort to find out what your customers like and/or dislike about your product will make it easier to develop future marketing plans and further improve customer satisfaction and loyalty.

Another important factor to consider is the location of your business. Choosing a location that is safe and accessible for customers will ensure a steady flow of foot traffic and a healthy number of customers. Selecting premises where the rents are not excessive is another good strategy, as it reduces monthly costs, thereby making it easier for you company to turn a profit.

It is also important to be aware of your competitors. A successful business is one which studies its competitors and keeps files on their advertising and pricing information. This will help you to determine your own pricing strategies. It will also help you to control the levels of stock that you keep, ensuring adequate cash flow and preventing overspending.

There are of course, many factors which you cannot control when running a business, but by paying careful attention to your customers' needs and wants, choosing the right location, and watching your competitors, you can keep your business on track for success.
This diagram shows the key factors required in the successful running of a small-sized business. The six main pieces of advice impact positively on customers, marketing and on profit.

Understanding one's customers and knowing their likes and dislikes means better customer service and satisfaction and help in the development of a marketing plan. These two things are probably evaluated and discovered by surveys as well as observation.

Another aspect of a successful small business which needs attention is the care taken with choosing of facilities. Firstly, the location needs to be one where customers can feel safe and where there is easy access. This could be in high density residential areas or on good public transport routes. Taking these precautions will make sure that there are plenty of customers. The proximity of other similar buildings helps with the safety issue. Secondly the money paid in rent must be low enough so that a profit can still be achieved.

Careful stocktaking should be carried out. A satisfactory computer system is needed so that levels of stock can be controlled. Old fashioned stock taking methods using personnel are also important as a back up. Both methods will ensure adequate cash flow and a curb on overspending.

A strategy which is essential in a successful small business is knowing one's competition. Spending time looking at their advertising information and a constant eye on the price of their goods is necessary. This needs to be kept in a file where it will help to determine pricing strategy.

All six of these actions will have beneficial effects is shown in the diagram. Each of them leads to a positive outcome which can be seen to have the desired result - a successful small business.
There are several key factors in the successful running of a small business. Each of these factors in turn ensure that the small business owner can develop policies which allow for not only the day to day running of a small business but long term plans as well.

An important factor is to know your product and to know what the customers think of your product. This knowledge will ultimately enable you to construct a marketing plan and to keep up to date with customer demand.

Closely related to the development of a marketing plan is knowing what competitors are doing. By studying a competitor's advertising campaigns and product prices, a small business owner can then determine their own pricing strategies.

Location of the business is also an important factor in the success of a small business. Obviously a business which is located in an accessible and popular location will ensure plentiful customers. However, the location may also need to be weighed up against the rent of the place.

An absorbantly high rent will result in high monthly costs—costs which a small business may not be able to sustain.

Once the business is up and running the stock needs to be closely controlled. This factor again relates to such aspects as customer preferences and knowledge of the competitor. If the levels of stock aren't controlled according to these factors the business may have problems with cash flow and overspending.

Lastly, as can be seen from the diagram, the customers reactions to the small business and the services which it offers, are important. To be successful, a small business owner needs to monitor what the customer expects from the service and what they think of it. Ultimately, it is customer satisfaction and loyalty which ensure the success of a small business.
There are six basic considerations for setting up and running a successful small business. Each basic rule ensures some benefit. These will be discussed relating to the diagram, starting with the top of the page and moving in a clockwise direction.

Firstly, you need to have a knowledge of what your customers expect from your service. What is it they think you will provide? What is it they believe you will do? Knowing these things means you can guarantee customer satisfaction and loyalty because you know how to satisfy them.

Secondly, the small business owner needs to be aware of customers' likes and dislikes of your product. What is it they think is good about your product? What do they think needs to be better? This information is useful for developing a marketing plan, you can utilise the positive aspects in advertising.

Thirdly, when selecting a premises for the business make sure the premises are not too expensive to lease. Rent directly affects monthly accounts and fixed expenditure.

Another important factor is to have control over the stock levels. Effectively managing stock levels helps maintain a healthy cash flow and avoids overspending.

Furthermore, an awareness of competitors i.e. what they are offering, and for what price, is vital information to have. You can use this information to set your own prices and plan for competitive pricing.

Last but not least, the choice of location is essential to the success of your business. It must be safe and accessible. There are regulations for disabled parking and access which must be adhered to. These considerations will allow for traffic to flow and plenty of customers being able to visit your premises.

In conclusion, as shown in the diagram, a successful small business depends on not one, but all six of the factors being present and adhered to. All six of these factors feed into the success of the small business.
You have the ideas necessary for a small business and you are full of enthusiasm. How should you go about starting up?

You must consider the premises you rent first. The position of the premises can make or break a small business. The building must be in a position with a flow of foot traffic, so that you become seen and known.

Parking nearby is essential too so that people planning to use your service can park easily, and safely make their way to your door. Without this, potential customers will go elsewhere.

You have the product, but you must refine your knowledge of how customers want to use your product to target its niche market. Your marketing plan depends on the type of customers that your product will attract. Once you have advertised and attracted the customer, follow it up by giving the customer the service they expect. With a good product and reliable service, you will have that customer for life!

You are not the only business offering this product and service. Your business must fit the business scene in your environs. Study the marketing ploys of your competitors and keep a record of their advertising. That way you will know how to price your product—not too high, not too low. Finally let us say you have your premises, you know your (potential) customers, and your price is right. Then for a profitable business all you need to know carefully is the cash flow. Beware of overspending. Know your stock levels. Record goods in and goods out. And you can confidently follow these arrows. Here (point to arrows on diagram) to a “successful small business”!
<table>
<thead>
<tr>
<th>Discourse Pattern</th>
<th>Semantic Relations</th>
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<tbody>
<tr>
<td>Source</td>
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<tr>
<td>This topic deals with the main factors in running a successful business. There are four key areas which will be covered, namely customers, premises, stock and last but not least competitors.</td>
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<tr>
<td>Firstly, the customers are vital to your business, so you want to choose a location that is safe and accessible for your customers. You also want to ensure that there is a constant flow of foot traffic for the many customers. They also have certain expectations of your service and so, if you want to ensure customer satisfaction and loyalty, you will try to meet their expectations. To assist you in developing a marketing plan, you should know your customers’ likes and dislikes of the products in store.</td>
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<tr>
<td>Secondly, when you are selecting a premises, you want to choose one where the rents are not excessive. This will ensure that your monthly fixed costs are not too high.</td>
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<tr>
<td>The next issue is the control of your levels of stock. You have to monitor this to ensure adequate cash flow and to prevent overspending.</td>
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<tr>
<td>Another good strategy is to study you competitors. Try to keep files of their advertising and pricing information as this will prove useful to you. It could help you to determine your pricing strategy.</td>
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</table>

**Semantic Relations**: 18

- Bonding (x7)
- Amplification (x3)
- Reason Result (x3)
- Means Result (x2)
- Means Purpose (x2)
- Condition Consequence (x1)
There are a number of key factors in running a small business successfully. Among these are location, understanding customers’ expectations as well as their likes and dislikes. A knowledge of one’s competitors, control of levels of stock and maintaining fixed costs at a manageable rate are also considered pertinent in the operation of a small business.

Location is the first key factor we shall look at. The location of a small business should be safe and accessible for customers. This will ensure a sufficient flow of pedestrians and accordingly plentiful numbers of customers. Small businesses should ideally be located either in a busy mall or major shopping area.

Secondly, we must consider the expectations of the service offered. This will ensure customer satisfaction.

Another related factor is the importance of knowing your customers’ likes and dislikes of your product. This information can assist in the development of an effective marketing plan.

In addition, we need to know who our competitors are. This would involve keeping files of their advertising and pricing information. This in turn allows us to determine our pricing strategies without such information we run the risk of losing customers and profit margins would also fall.

Another factor we need to consider is that of fixed costs. Fixed costs, in particular rent, should not be too high, as this will have a negative impact on the business performance.

When considering what is important in the running of a small business there are a number of key factors we should remember. These are understanding customer expectations, likes and dislikes.
There are a number of factors which are essential for anyone hoping to start a small business. Such key aspects of a successful business relate to planning, overheads, customers and competitors, as well as the actual premises selected in terms of both cost and location.

First, a small business owner must have a clear idea of potential customers’ likes and dislikes in relation to the product in question in order to be able to develop an effective marketing plan. Equally, customer expectations of service need to be met, to ensure customer satisfaction and, therefore, loyalty – which equates to ongoing sales.

Similarly, as can be seen in the diagram, an awareness of competitors is vital; the pricing and product information that can be acquired from their advertising can assist in establishing pricing and marketing strategies.

A vital factor in ensuring adequate cash flow and preventing overspending is a tight control of levels of stock, especially if shelf-life is also an issue (for example, in the food and beverages sector).

Finally, the choice of premises for any business is significant. A balance must be found between selection of a location which is safe and accessible for customers, ensuring a flow of pedestrians and therefore potential customers, while avoiding an excessive outlay on rent, which would make monthly overheads too high.

Thus it is clear that the key to success in establishing a successful business is the research and planning that is done before any moves are made to actually set up the business. If this vital initial stage is neglected, the business is less likely to be viable.
It is possible to run a small business successfully providing adequate research is undertaken before the establishment of the business. There are five key areas which need consideration - knowledge of the customer's opinions of the product and expectations of service, choice of premises which are affordable and suitably located and a knowledge of competition within the market.

Knowledge of the customers' opinions of the product which could be acquired by market research or by observing sales figures make it possible to develop a marketing plan both for products and the business itself. This could involve advertising, pricing and labelling the product to appeal to the targeted buyer.

Knowledge of the customers' expectations of service means that staff can pay attention to the important details such as greetings, personal treatment and appreciation of customer loyalty, which ensure that customers will keep coming back.

Choice of premises is a vital consideration. They need to be accessible by car or foot traffic, depending on the product, safe and appealing to the eye. If the product is large there needs to be appropriate loading space. If the product is small, it would be preferable to site the business where many shoppers are likely to pass by. However location must be balanced against cost. The cost of rent and other fixed costs such as electricity and telephone must not exceed expected sales. Malls are often more expensive than street fronts, though they have a higher flow of foot traffic.

A final consideration is the competition. It is wise to know what other similar products are on the market, who they are aimed at and how they are priced. It would also be helpful to know how successfully similar products have been and if they have been taken off the market, why?

Careful research will help prevent unnecessary setbacks and pitfalls which could have been avoided. On its own this research is insufficient. A manager must remain aware of product developments and economic trends.
Transcriptions: Task 2

Here are some of the key factors to bear in mind if you wish your small business to be successful:

Premises. In order to keep your monthly costs down, select premises with rents that are not too excessive. At the same time, it must be remembered that customers are the lifeblood of your business; so it may be worth spending a little more to obtain a location that is safe and easy for your customers to access - a good flow of foot traffic means plentiful numbers of customers.

Stock control is essential; if you know what stock you have and are likely to need you will not overspend on unnecessary items, thus ensuring adequate cashflow.

Know your enemy: keep files of your competitors’ advertising and pricing information, and use these to determine your own pricing strategy.

Know your customers: Find out what they really want. If you know what they like or dislike about your product, this will assist you to develop a marketing plan to minimise sales resistance; and if you understand their expectations of your service, you will ensure their satisfaction and loyalty, and thus their repeat business and recommendation.
Transcriptions: Task 2

Developing and running a small business can be a risky process. There are, however, several things that a small business can do in order to minimize business risk.

Primarily, a business owner must know their customer. This means developing an awareness about their likes and dislikes and also understanding what the customers expect from your service and most importantly, honouring these expectations. Keeping these important points in mind will assist the business owner in developing a market plan and ensures customers are satisfied and therefore stay loyal.

The second key factor in running a small business successfully involves location. Where a business is located geographically will, in part, determine who visits the premises when the premises is visited and almost certainly how much the business costs to run. This is often more difficult than it sounds.

Selecting a location in an area where rent is low will help to keep running costs down, however, if the location is inaccessible to the customers, the business will have difficulty accessing its chosen market and also in accessing potential customers.

A third factor to consider involves “the competition”. It is imperative that a business owner keep files of what their competitors are doing, in regard to advertising and pricing information, this assists in determining a pricing strategy.

Finally, strict control over levels of stock must be maintained. By controlling stock levels carefully, the business owner ensures adequate cash flow and prevents overspending.

Following these four guidelines (summarized in the preceding diagramme) a small business owner may minimize their possibility of loss and maximize their opportunities for success.
It's a pleasure doing business with you! There lies a great deal of key factors in running a small business embodied in this quote.

Firstly, the pleasure of dealing with customers develops an understanding of your customers' expectations of a service you hope you provide. This ensures your client satisfaction and ensuing loyalty to your service.

There is truth in the song 'Getting to know you...getting to know all about you' so that knowing your customers' likes and dislikes will facilitate sales of your product or service. This knowledge in turn assists you to develop a marketing plan.

Real estate salespeople the world over all talk about location being the most important in selling, this is echoed in a successful small business too. If location that is safe and accessible to your target customers will mean foot traffic and a supply of ready customers.

In addition to this knowledge base of your customers, other factors also come into play.

It's important to study your competitors, advisable, for example, to keep records of their advertising and pricing information. This information will give you strategies and an idea about you establishing a reasonable price.

According to supply and demand it's wise to be organised in controlling your levels of stock, to keep the money rolling in and prevents over spending on too much stock. Location is emphasized again with you keeping an eye on your budget for reasonable premises that don't charge a high rent. This ensures your fixed expenses each month will be kept to a minimum.

Finally, good luck and we hope your business will be a pleasure.
This diagram that accompanies this explanation outlines six key factors central to the running of a successful small business.

First, the small business manager needs to have an understanding of what customers will expect from the services provided. This ensures that customers will be satisfied with the service, and hence promotes customer loyalty.

Secondly, the customers' likes and dislikes need to be known so that the small business is able to develop a marketing plan in relation to what customers prefer.

Additionally, customers will prefer a location that is secure and convenient. This promotes a steady influx of foot traffic, and a plentiful supply of clients.

In order to maintain an adequate cash flow, and to prevent overspending, the stock levels of a small business need to be monitored and controlled.

Similarly, premises that do not have excessively high rents should be chosen so that monthly fixed costs are not overly burdensome on the business, and cashflow can be maintained.

Finally, a pricing strategy should be implemented with the aid of data collected from the study of competitors' pricing and advertising information.

These six key factors are the most important features of successful small businesses and are pertinent to all small business owners/managers.
2C19 Discourse Pattern

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<thead>
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<th>Details</th>
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<tbody>
<tr>
<td>Preview</td>
<td>After reading through this explanation, each of these has a subpoint that gives a rationale for the main point.</td>
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<table>
<thead>
<tr>
<th>Key Factors in running a successful small business.</th>
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There are six factors identified in the diagram accompanying this explanation. Each of these has a subpoint which gives a rationale for the main point.

Broadly these six points fall into two categories: those dealing with customers and customer relations, and those dealing with costs.

**Customers**

The choice of location to ensure a safe, accessible and (I would add) convenient venue for customers is mentioned as ensuring a good flow of foot traffic, contributing to potential high numbers of customers.

But it is also important to please customers, and this is achieved by endeavouring to understand customers' wants and expectations. If customers perceive your service as interested in their expectations, customer satisfaction and loyalty is promoted.

Further, if you research your customers' likes and dislikes with regard to your product, this knowledge assists you with the development of a marketing plan.

**Costs**

In order to keep prices competitive, and so keep customers happy, costs have to be considered. Premises that are within a reasonable rent range help with this, and other fixed, monthly charges also need to be watched to see that they are not too high.

Stock control levels need to be right, enough for variety, not enough that the company is overspending. This should ensure even cash flow.

Finally, watching competitors' advertising, prices and other marketing information helps you decide on your own pricing structure and strategy.

All these together contribute to running a successful small business.
Here are some pieces of advice that you should keep in mind if you want to run a successful small business:

- Gain an understanding of customers’ expectations of your product or service. This ensures customer satisfaction and loyalty that will keep your business going for years.
- Get to know your customers’ likes and dislikes about your product or service. This assists you in developing a marketing plan that is responsive to your customers’ preferences.
- Study your competitors; keep files of their advertising and pricing information. This helps you determine your own pricing strategy and keep your product or service within your customers’ reach.
- Choose a location that is safe and accessible for customers. This ensures a steady flow of foot traffic that means plentiful numbers of customers.
- Select premises with rents that are not excessive. This allows you to keep your monthly fixed costs at a reasonable level and the cost of your product or service at a reasonable level as well.
- Control the levels of your stock. This ensures an adequate cash flow, and prevents overspending which happens when stocks don’t move as fast as you expected them to.

Following these simple guidelines should help you survive ... and thrive ... in the competitive arena of small businesses.
A Successful Small Business

To start a small business, people should first consider the location of the business. They have to choose a place where most of the people are living, for example, in a city, town or village. This is to make sure the business can gain and sell what they have. The more the people around the place the more successful the business will be.

It is also a concern for small business to make a plan to assist him / her how the business is developing. Keeping all the customers’ likes and dislikes of the product is one way of having a successful business because he/she can ordered product of his/her customers would like.

To be honest and loyal to your customers is another important thing to consider. Make sure you understand what your customers’ expectations are. Sometimes, most shopkeepers are cheating on their customers, such as giving them wrong changes or by charging them too much while the other customer is less charged. So, to make sure to have a successful business, the shopkeeper have to treat their customers wisely.

Running a business, the shopkeeper have to study others (shopkeepers) pricing information. This is to make competition between each others’ business, or to determine their pricing strategy.

Keeping or ensuing adequate cash flow and prevent overspending is also one thing to remember. A shopkeeper should take control of all levels of stock monthly and to spend accordingly to what should be spend, but not too overspending...
There are four key factors in running a successful small business that relate to customers, premises, location, competitors, and stock level.

Customers are the most important factor in a business, therefore their expectations and preferences should be attended. By meeting their expectation of the service, we could expect their satisfaction & loyalty. By recognizing their preferences of our product we could develop a better marketing plan and provide them with products they like.

The next factor is the premises location that ensures the safety of the customers and has reasonable cost. If the business premises were located in a safe and accessible location, customers would feel comfortable and come often. The renting cost of the premises should be reasonable so that our expenditure would not be excessive.

Another factor is competitors. By studying their strategy of advertising & pricing their products, we could develop competitive pricing strategy & advertisements.

Finally, the product stock should be kept well to ensure adequate cash flow & to prevent overspending.

Should these guidelines be followed, it could be expected that the business would run accordingly.
A successful business succeeds because of several important factors. The first of these is to carry out research about your customers' expectations, the types of goods and services they require and any other specific needs. The successful business will find out (from their research) what their customers like and dislike about their product and change it if necessary to meet customers' expectations. Customers will also be catered for by giving consideration to what satisfies them and therefore those things which will ensure continued loyalty. Another important aspect too is that customers must find your place of business easy to access with free parking provided for them. This is essential in a city and will also go a long way to maintaining customer loyalty.

Another important aspect to consider is the marketing and pricing of products. You need to have a well thought out plan when it comes to pricing your goods and products. Think about using a customer return incentive such as a 5% to 10% discount for large purchases or for a purchaser who buys from you on a regular basis. You need to be aware of your competitors pricing regime as well as their methods of advertising as you could well benefit from both. (e.g. use similar techniques in your own advertising.) It is important that you have an adequate cash flow for day to day business, but not too much in order to prevent overspending. Keep a watchful eye on your monthly costs. Try to keep them as low as possible by employing the minimum of staff and by selecting premises which don't charge excessive rates and or rents. It is also important to keep a regular check on your stock on hand. Don't keep too much stock- just enough to meet the demands of your customers. All these things taken together should produce a successful small business enterprise. Good luck!
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<tr>
<td>2C25</td>
<td>There are a number of factors which are important to the successful operation of a small business. This essay will provide an explanation of the accompanying diagram and the key factors in running a successful small business.</td>
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<tr>
<td></td>
<td>Firstly, an operator or manager must provide service in line with the customer's expectations in order to ensure retaining customer loyalty and providing satisfactory product or services. Customers are the key factor in any business success.</td>
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<tr>
<td>Link</td>
<td>Then the manager needs to understand the market and the customers likes and dislikes in the type of product being offered. Once this information is known a marketing plan may be developed.</td>
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Scanning the external market to ascertain what is offered by the competition in the market. This may be done in part by keeping information on advertising and pricing from a variety of sources, areas and businesses in similar markets. This assists in setting pricing strategies.

Location is important particularly if the products is one that customers are required to enter the premises. Ease and safety of access is important and consideration should be given to those with disabilities. If the product relies on sales to pedestrians careful calculation of foot traffic numbers should be made.

Finally but very importantly is the control of costs and in particular the stock levels. Holding high level stock may mean their is inadequate cash flow for expenses. It also leads to holding obsolete stock, and crowding of premises. High levels of stock could cause a business to rent further premises at extra costs.

As well as stock control managers should ensure that any premises rented are rented at reasonable rents as this ensures fixed costs are not excessive.

In summary service, market observation, location and being aware of client likes and dislikes are important. However, of finances through stock control and fixed costs must also be controlled carefully in order for a small business to be successful.
There are many factors that need to be considered when running a small business in order for it to be successful. Those factors include the site of the business, money issues and product type. As shown on the diagram, all those factors interact to contribute to the success of a small business.

The first important factor is to have the business set up in a location that is suitable for the market, so that it is easily accessible and ensures plentiful numbers of customers. It is also important that the rent and fixed costs associated with the building and property are not overly excessive otherwise all profit will go into maintaining the business property.

Issues involved with money are also very important when running a successful business as profits need to be made in order for the business to stay afloat. Factors, such as control of stock level and cash flow should be considered as well as keeping on par with the competition. This might mean paying extra money for advertising and other strategies to keep up with the changing market.

One of the other factors that is vital for the success of the small business is concerned with the clients and customers involved. This means knowing what the client likes and dislikes in the way of products and services produced, and making sure the customer is kept happy so they will return, keeping the business profitable.

237 words

19 Semantic Relations
Bonding (x9)
Means Purpose (x4)
Means Result (x2)
Amplification (x2)
Reason Result (x1)
Condition Consequence (x1)
In order to acquire or run a successful business a few key orders are needed.

Firstly you need to have a good understanding of your customer e.g. expectations, like – dislikes of service and products, these important factors need to be backed up by ensuring customer satisfaction & loyalty, knowing customers tastes will also help to assist you to develop a specific product or marketing plan.

Setting of your small business is also an important decision to make as the business needs to be at a safe location accessible to customers and also it needs to have rates (rent) that is not excessive, so the monthly fixed costs are not too high. The location needs to ensure a flow of foot traffic, which will ensure plentiful number of customers.

A successful business also needs to have control of levels of stock as it ensures adequate cash flow & prevention of overspending.

Studies of competitors is also needed as the knowledge of prices is vital as you need to have competitive prices, also study of their advertising as this will show their specials and allow the business to be in the competitive game of running a small business.

Location, accessibility, understand customers, controlling levels of stock, studying competitors & selecting premises that are the cheapest yet have access to a large quantity of potential customers all go towards ensuring a successful small business.
Transcriptions: Task 2

2 + 2 + 3 = 7

Discourse Pattern

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In order to run a small business successfully some important aspects need to be addressed. An ideal location is crucial. It needs to be safe and accessible for customers. This will help to ensure a good flow of foot traffic reflecting plentiful numbers of customers. Customers expectations of services will need to be taken into consideration. If the customers services is of a high standard the customer will undoubtedly be satisfied therefore more loyal to your business. Competitors prove to have a significant impact on small businesses. Therefore it is necessary to study the competitors keep aware of their advertising strategies and prices. This will help you to determine your price ranges to optimise profits.

When running a small business controlling the levels of stock will help optimise profits and minimize deficits. It will also help ensure an adequate and substantial cash flow while preventing unnecessary overspending. The premise of where the business is located needs to be of adequate rent – not too excessive. If it is too high, monthly fixed costs will be too high and out weigh the profits.

By knowing your customers’ likes and dislikes of your product you will get more out of your business and will help you to develop a marketing plan.

208 words

19 semantic relations

Means Result (x5)
Means Purpose (x2)
Reason Result (x2)
Condition Consequence (x2)
Amplification (x1)
Bonding (x6)
Contrastive Alternation (x1)
| 2C30 | There are certain key factors involved in running a successful small business that must be taken into account when establishing and maintaining the business.

One of the most important factors is choosing the location. As is evident on the diagram. Choosing a location that is safe and accessible for customers directly affects the amount of customers you get through your store/business. The greater the accessibility, the greater the amount of customers.

Price and Non-price competition can be used in a small yet successful business to determine a pricing strategy that will place you in a competitive position with your rivals, and hopefully set you and your product apart from the rest of the market.

Also knowing your customer’s likes and dislikes can greatly advantage your business in understanding what is required of you. This allows you to develop a marketing plan which can maximise your returns and generally create a successful business environment.

In conclusion, to maximise profits in a successful small business, the key factors of running/operating should be taken into account, therefore increasing healthy business practise and generating more revenue.

181 words

18 semantic relations

Bonding (x9)
Means Result (x5)
Reason Result (x2)
Means Purpose (x2)
Amplification (x1)
When owning a small business, there are certain things to take into account. To be successful in the business, you have to take interest in the business, know what your customers are after and be able to control stock levels and cashflow.

In a small business, knowing what your customers like is a bonus because that way you will be able to stock up on that product and that way your cashflow will increase. People will spread the word about product quality and you will get business. If you do not have products that are popular, you won't get customers. Having bad product quality will bring business down as well.

By being able to control stock levels, you will know when you have to top up your stock so you won’t run out, and when to stock up. By doing this you are sure to have enough stock and people will always know where to find what they are looking for.

Cash flow for some small businesses is a real problem because they are in a building with high rent and they have a lot of out-going cash which would make getting stock a problem. By budgeting you will be able to control in and out going cash so you will be better organized for a down period in your business.

Location, location, location. This is a big problem for most businesses. If you are not in a well-known area, people won’t know where to find you and they will go somewhere else. Where your business is located, it will need good parking and foot traffic. If you are easy to find, your business will grow faster.

Advertising your business. This needs to be effective and grab peoples attention. Black and white isn’t as effective as bright contrasting colours that stand out on the page and look good. If your advertising doesn’t grab people’s attention, they will think you’re just another shop selling useless products. You also need to keep an eye on competitors advertising. This way you will be able to better yours.

Owning a small business might be hard in the start, but by following guidelines, you can make it grow into a successful business. Don’t give up.
When running a business, it is not worth having if you lack customers. A business thrives on the number of customers it has, whether it's a big business or a small business.

There are a number of key factors that contribute to running a successful business. In the case of small businesses, although small in size compared to the business 'world', the factors contributing to it's success are pretty much the same for big businesses.

When starting a business, the location you choose has to be accessible. Because if it's in the middle of no-where, it is quite hard to reach therefore it is inaccessible and you won't have a lot of customers. Also ensuring that the location of your business is accessible can attract customers, not only travelling by vehicle but by foot.

When you do have growing numbers of customers, you have to make sure you understand the customer's expectations of your service. Once you realise this, you can cater for your customers in the best possible way, and if they are pleased they will keep coming back. When they keep coming back, your business is on the 'road' to success.

Knowing the customers' expectations of your service also requires you to know their dislikes and likes. Your business cannot be successful if you keep providing goods and services that the customer dislikes, this is a sure way of leading to the downfall of your business. On the other hand, knowing the likes of your customers and providing for these likes ensures that your business will be successful. By knowing the likes and dislikes, this assists you to develop a marketing plan.

Having a small business can also have competitions. As well as keeping your customers interested, you also need to be aware of the surrounding businesses that are competing with you. You need to keep files and records of their advertising and pricing information. When you do this, it will help determine your pricing strategy. For example if they give out 5% discounts, you can offer customers a 10% discount on similar products.

The key to running a successful business is attracting customers, keeping them by providing for their needs and also being aware of your competitors.
When running a small business there are key factors which ensure success. These factors should be taken into consideration before starting a small business. All of the factors are as important as another.

Firstly it is important to consider the location of your small business. You need to be easily accessible and in a safe, friendly area, this would mean customers would be more likely to visit the store.

Once you have got your customers to the business you need to make sure you are selling and marketing a product that customers like and demand, this ensures sales success. You need to understand what the customers like or dislike about the product, in order to develop a demanded product.

In order to get the maximum amount of customers you have to offer the service they expect when visiting the store. Good service means customer satisfaction and loyalty. But at the end of the day, you have to make sure your finances are in order to be successful. This means finding the right competitive price for your customers, making sure you have enough stock and cash flow. This ensures competitiveness between you and your competitors. You need to make sure your budgeting of your fixed costs is sound. Things like rent need to be affordable. All these contributing factors ensure a successful small business.

222 words

*5) Semantic Relations:
- Means Purpose (4)
- Means Result (x 4)
- Bonding (x 7)
- Chronological Sequencing (x 2)
### Discourse Pattern

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**There are certain things that are required and should be considered when running a successful small business.**

Firstly, it is important to ensure customer satisfaction and loyalty, making sure that the customer's needs and requirements are met and they are happy about it. It is also important to understand their expectations of whatever service you offer, so once again you can meet their standards – keeping them content.

To be successful it is a good thing to know your customer's likes and dislikes about the service you offer. This can be informative in letting you know what needs to be changed/modified in some way and why it is displeasing customers, if any. This can also be helpful in appealing to a mass audience/larger audience therefore increasing interest in your service/product.

A factor to remember is that you must always study the competition – find a way of knowing what those around you get up to so, once again, you are aware of what standards to uphold. This can also help determine how much a service/product should cost.

Lastly, location is a very important factor because it can either make your business or increase sales and interest. By choosing an accessible location – one easy to get too and noticeable to those in the area, it will be more likely that people will pay a visit as opposed to a location that is out of the way or a hassle to get to, or is just completely invisible to the public eye.

All these factors, previously mentioned, contribute to running a successful small business.
32

Transcriptions: Task 2

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For a small business to be successful, the entrepreneur would firstly have to consider the location site of the business. The site would have to be safe and secure and easily accessible to the customers. The security aspect of the location would make the customers more comfortable about entering the area rather than if the business was located in a 'dodgy' neighbourhood or environment. People would also feel more comfortable walking around if the area was safe and there were no chances of those people being potential customers. The locality is again important because it establishes a client base for the business. For example, if a business selling snack items and refreshments was located in close proximity to a high school, it'd make more sales as compared with being located in a secluded area.

Secondly, research would have to be carried out in order to understand what customers want and expect. Learning about fellow competitors would also help the business as the business could develop marketing strategies that successfully differentiate their products from that of their competitors. This research would also indicate what pricing strategies to use as a small business wouldn't want to set their prices very high in comparison to their competitors because this would cause them to lose out on market share (for the local area) and thus not make as many sales as their competitors. And by researching the customers expectations, it'd help establish a good relationship with the customers as they'd be getting what they want and this in turn ensures customer satisfaction and loyalty.

Researching or inquiring rather of premises would also be beneficial to the business as you wouldn't want to lease premises that's got high levels of rent. This would ensure that fixed costs are low and would contribute to the goal of profit maximisation.

Once the business is up and running adequate control over inventory and assets must be kept. A record should be kept of all the inventory on hand as this would indicate when the business has to reorder stocks, and it doesn't. It's unwise for a business to keep ordering in stock if sales aren't high and this would lead to cash flow problems as there's an out flow of cash from the business and not enough inflow in the form of revenue coming in. If the inventory itself was perishable, having too much on hand could cause a loss as the perishable items would be out-dated and have less or no value at all.
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<td>For a small business to be successful, there are many factors which you must first consider.</td>
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<td>The people who matter most when starting up a business are the customers. You need to know your customers' likes and dislikes of your product, carrying out surveys will assist you in this process. Analysing your customers’ needs will help you develop a marketing plan.</td>
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<td>From here, the understanding of your customers' expectations of your service, to ensure satisfaction and loyalty are paramount to further success of your business.</td>
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<td>The next step would be to determine a pricing strategy, that will keep your customers happy, while you turn over a healthy profit. The studying of competitors and keeping files of their advertising campaigns and pricing information, will lead you to develop a strategy that is beneficial to everyone.</td>
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<td>Cash flow would be your next thought and possible biggest problem. Overspending in a new business is often all to easy and cash flow, must be a concern as it will impact greatly on the amount of stock you purchase and have in your store.</td>
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<td>Perhaps the primary concern for all business owners is the location of the shop. This needs to be safe and accessible to all customers. The ensurance of foot traffic, to catch those 'just browsing' shoppers and attract plentiful numbers of customers should be high on your list of priorities.</td>
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<td>When selecting these premises be sure that rents are not excessive and are within your proposed budget. This will allow low monthly fixed costs so you don't have a cash blow out just on the rent of your premises.</td>
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<td>By following all these handy hints you should find yourself with a thriving business.</td>
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281 words

18 Semantic Relations:
- Means Result (x6)
- Amplification (x2)
- Means Purpose (x4)
- Reason Result (x3)
There are a number of things you can do to maximise the success of your small business. These are outlined in no particular order.

You should choose a location for your business that is safe and accessible for customers. This will ensure a good flow of foot traffic, so you should get a good number of customers passing by and, hopefully, coming into your business.

Your premises should not have an excessively high rental. If they do, your monthly fixed costs will be higher than they need to be, reducing your profit margins.

You need to understand your customers' expectation of your service. If you do this, your customers are more likely to be satisfied and loyal to your business.

In addition to this, you should know your customers' likes and dislikes of your product. This will help you to develop a marketing plan based on customer wants and needs.

Your stock levels need to be controlled so that your business has an adequate cash flow on one hand, and to prevent overspending on surplus stock on the other hand.

Finally, you should study your competitors. Find out what their products cost and how they advertise. Keep files of this information, as this will help you determine your business' pricing strategy.
To start a successful small business there are several important factors people should be aware of. For starters the keys to success of any business is the satisfaction you provide for your customers. You need to understand your customers expectations to be able to provide them with great service and loyalty. Keeping with this point, to run a small business successful you need to adopt the attitude of "the customer is why". This thinking will go into the choising of location, wheather it is safe and accessible for your customers. It ensures you plan for enough room both inside and outside your business for the flow of traffic, an it insures you research further into knowing whether your customers likes your product, or whether it needs improving. This attitude will assists you to develop new ideas and marketing plans.

Now we need to discusse the economic side of a successful small business. To be an active competor in todays market you need to study competitors and compotion; keeping a close eye on their prices and advertising, then determine your pricing strategies. Second you will need to control stock levels, too much or too less can cause inadequate cash flows and customer unsatisfaction.

Lastly choosing the sight, not only involes customer satisfaction but it is also determined by whether the premises rents are resnable or not, because if monthly rates are to high this also causes economic loss.

There you have it a simple guide to running a successful small business.
A successful small business depends on a number of different factors but there are twelve important key points to consider.

Of these twelve concepts there are two major links. They are the money situation and the consideration of the customers.

To make the business successful there must be an adequate cash flow. With this cashflow a business must gather together information about their competitors. This helps determine pricing and gives the customers the best for value for money. A rented premise that keeps the cost at an even level and a control of the level of stock ensure an efficient cash budget that prevents overspending.

When considering customers location is essential. The flow of foot traffic ensures a healthy turnover and it also has to be accessible and safe. To ensure a customers satisfaction and loyalty a business needs to understand a customers expectations so their service requirements are met. Having knowledge of a customers likes/dislikes helps a business develop an efficient marketing plan. All these factors contribute to a successful business.
A successful small business will firstly choose a location for the premises which is safe and accessible for the customers and that ensures a flow of foot traffic that brings plentiful numbers of customers past. The rent should not be too excessive to keep your monthly fixed costs down.

It is important to understand your customers' likes and dislikes and the expectations they have of your service. This will help in developing a marketing plan and hopefully ensure customer satisfaction and loyalty to your business.

The level of stock carried should be controlled to maintain adequate cash flow and prevent overspending. This will get easier to judge when you understand your customers' likes and dislikes, and things that will effect your business like seasonal trends.

You should always keep an eye on your competition, study their advertising and pricing information. Customers will go elsewhere quickly if they think they are getting a better deal. By watching your competitors pricing you can determine your pricing strategy at what is an acceptable market price and means you are more likely to keep your customers if it is competitive.
To successfully run a small business you must take a variety of factors into account.

First, you must know and understand your customers' expectations of your company and their opinion of your product. This guarantees your customers' satisfaction and helps you to develop a successful marketing plan.

The physical location of your business is also important. You must choose a location in which the rent is within the means of your company to ensure that monthly costs are at a reasonable level. While considering this however, you must also have a location that is accessible and safe for your customers, to ensure foot traffic. This boosts the number of customers entering your business and therefore your chance of sale is higher.

It is also beneficial to study and keep information about your competitors' prices. This helps you to form your pricing system and keep your prices in line with others.

Control of levels of stock is also important. This ensures that your business has adequate cash flow. This in turn prevents over-spending.

If you consider all these factors your small business should be profitable and smooth-running.
In order to start a successful small business, it is necessary to understand and consider the six key areas shown in the outer boxes of the diagram opposite.

Knowing your customer's likes and dislikes is a good place to begin. This information can be used to develop a marketing plan which will help keep the business focussed in the right direction.

The marketing plan will also help with the selection of premises, which needs to be at a modest rental especially at the beginning to keep overheads down. However, if you don't select an area where your customers are likely to be you won't succeed.

Controlling levels of stock can be tricky but as the diagram shows, if you overspend, you will soon run out of cash.

Keeping in mind the activities of your competitors will help position your business in the marketplace but don't get too carried away and lose the direction as determined by your market plan.

Although the last two boxes consider factors pertaining to your customers, they are not the least important. A small business will certainly fail without lots of customers that are satisfied with your service and are happy to return again.
There are six key factors in running a successful small business.

Firstly, and most importantly it is advisable to choose a good location. One that has a high foot traffic count, and is safe and accessible for your customers. In such an area, it is likely that rental rates will be high, so search for premises, preferably something with an average sized floor area, rather than too large, or too small. This should ensure that your monthly fixed costs are not excessive.

In addition to keeping your fixed costs down, it is a good idea to terminate a suitable pricing strategy for your products. Keep files and lists of your competitors advertising and prices in order to remain competitive yourself. At the same time you should be conducting research to pinpoint your customers' likes and dislikes with reference to your product. This should help you to develop a marketing strategy, while at the same time helping you to guage their expectations with respect to what you sell, understanding their expectations, and meeting these should ensure customer satisfaction and loyalty.

Finally, control your stock levels, once you are up and operating. This helps your cashflow by helping you to control expenditure.
**Discourse Pattern**

**2C23**

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There are a lot of things that are required to be able to run a small business successfully. Important things to think about include, location, competitors, expenses and of course customer’s expectations.

Location is important because you need to be somewhere that people can find easily, yet you don’t want to spend too much money on rent. The place needs to be safe with a lot of foot traffic passing by therefore lots of customers.

Once the customers are there, you have to keep them happy and meet there expectations. Know what they think of your product and work hard to keep them happy. This way, you will get loyal customers who might tell friends and family and your business will grow.

To get these loyal customers though, you will need smart people behind the scenes studying competitors. When they are successful, find out how they did it and keep files of their advertising and pricing information. Make sure you control the level of your stocks too and this will help you to manage your money well.

With all this in mind, your business could become very successful. Stick to these guidelines and be patient and success will be just around the corner.

203 words

17 semantic relations
- Means Result (x3)
- Means Purpose (x2)
- Reason Result (x3)
- Chronological Sequence (x2)
- Bonding (x4)
- Amplification (x1)
- Concession Contraexpectation (x1)
There are many key factors in running a small business successfully. Customer needs are the most important element, as without customers, there can be no business. They will expect you to be accessible and stock products that cater for their needs. The business also needs to look after itself, by selecting a well-priced premises and control stock, while keeping an eye on competitors.

The first main factor which you will need to consider is the location for your business. You will need to select premises with rents that are not excessive; otherwise you will in turn have to charge more for products, because the monthly fixed costs will be too high to manage. You will also need to select a location that is safe and accessible for customers. This will ensure a flow of foot traffic. You will then have plentiful numbers of customers, more willing to spend time in your store.

The second factor which is important is stock. How much do you need? How should you price it? Firstly you will need to control your levels of stock: determine what will be enough. This ensures adequate cash flow and prevents overspending. A good technique to use when working out how to price stock is to study competitors – keep files of their advertising and pricing information. This helps to determine what is reasonable for your pricing strategy.

The third big factor is that of customer satisfaction. You will need to understand your customers’ expectations of your service. This ensures customer satisfaction and loyalty. You will also need to know your customers’ likes and dislikes of your product. This assists you to develop a marketing plan, and to cater for the type of customer you are aiming at.

Overall, customers are the biggest part of a small business. However, as a business, you will need to look after the location and stock, as this is the basis of meeting customers needs. These are the key factors in running a small business.
In order to successfully run a small business, there are several key factors which must be taken into account. It is important to understand the customers’ expectations and preferences when shopping. Premises need to be selected carefully, several need to be taken into consideration with this, and stock levels need to be controlled carefully. Another important factor is to study the competitors & their marketing strategies.

It is crucial to have information on competitors, knowing how they advertise & market products, & what prices they sell products at. This will help to determine a pricing strategy that is competitive alongside the other businesses selling products in the same market.

To ensure adequate cash flow & to prevent overspending, the levels of stock need to be controlled. An accurate record of sales should be kept which needs to be analysed on a regular basis, be it weekly or monthly, to monitor what products are selling & the average rate at which this is happening. This should provide for a fairly accurate estimate of how much stock to order in & how often.

The customers are a vital part in the equation. In order to successfully run a small business, customers are needed. A location for the business should be chosen that is safe & accessible for customers. This will ensure a flow of foot traffic & plentiful numbers of customers. Premises should preferably not have an excessive rent so that fixed costs are not too high & are manageable.

A good understanding of customers’ expectations of service will result in customer satisfaction & loyalty. Knowing what a customer likes & dislikes in regards to the product will assist you in developing a marketing plan & will help to ensure complete customer satisfaction which can only be of benefit to the business.

If the above guidelines are adhered too, a good foundation will be set for the operation of a small successful business. Customers will be attracted by competitive prices & products & if the groundwork has been done well, the future looks promising for the business.
In order to manage a small business successfully, one would need to follow a couple of vital points or steps. These key steps will help determine the success rate of the business. For example, if the location of a business is down a dark, dreary looking street, customers may not feel comfortable entering or even driving down the street. Therefore, it is vitally important that access to one's business is safe for all. It will ensure that there will be a regular flow of traffic into your store.

Furthermore, if the location of your store is in an area where the rent exceeds the monthly income, one could encounter problems. If monthly costs are too high a business will not succeed. Therefore, careful pre-planning of possible outlets to rent will ensure that at the end of the day you will be able to manage the finances, based on the outgoings.

Perhaps the first stage in any business is to find out the customers' needs what do they require from you? How do they want it to be package? What do they like and/or dislike? Are you able to provide them with what they need? These are all questions, that you should ask yourself before setting up a small business. If, at the end of the day, you are satisfied with the answers then you can take the next step.

Research is an important part of any business plan. One must go out and see if there are any other businesses that offer the same product as you. If so, how much is the product, where is the business located, how do they advertised, are the successful. If you still feel that you can offer the product and compete with other businesses then the process continues on.

The flow continues on into the needs of the customer. How are you going to persuade people to use your service. Are you going to offer better prices, friendlier services; nice looking packaging to woo the customers in? They need to feel safe and looked after while in your care. Service is a key factor to the success of a business. A customer is also the business walking, talking, breathing and living advertisement.
To successfully run a small business there are a number of important steps to take. One of these is to ensure that your business understands the customers’ expectations of the service you provide. To meet the customer satisfaction and loyalty. It is also important that a business knows its customers’ opinion of the product as this can assist in creating a marketing plan.

Another important factor which contributes to the success of a small business is the location. The location should be chosen so it can be easily accessed by customers. The premises should also with low rents to keep fixed monthly costs to a minimum.

A small business needs to closely study their competitors in both their advertising and pricing information. This helps to determine their own pricing strategy. Also to ensure an adequate cash flow and to prevent overspending, a small business should control their level of stock.
A successful small business depends on a number of factors, most important of which include being of great service to your customers (so they will come to your business) & having at least a good knowledge of how money works and the economics of business.

Customers are of the utmost importance to a business - without customers you won't have a business, full stop. You need to understand the customer's expectations of your service - to ensure that they are satisfied & will return to your business when they need the Goods. The location of the business in a relatively accessible area is also of importance - the more difficult it is to get to a place, the less likely people are to make the trip - (they will go somewhere else). This will ensure that people will not be put off coming because there's not enough carparks, or it's too crowded in that area, or it's too far away or the like.

You also need to know your customer's likes & dislikes of your product - maybe they like the style but not what it's made of etc. You will then be able to develop a successful marketing plan - that will help your business run much more efficiently & will not waste time developing products that the customers don't need or want.

Also, study your competitors! Make sure your pricing is competitive & that your advertising is reaching the public - if it isn't - you won't have many customers & you won't have a business.

Business, of course, is all about money. So not surprisingly you need a good knowledge of money to be successful. You should select premises with rents that are not excessive & that will not run you into the ground. This will help ensure that your monthly fixed costs are not too high & will leave more room for profit & therefore more efficiency.

Being an efficient business, is being a successful business. Another way to ensure that you're being efficient is to control the levels of stock - this means that you won't end up having to throw stuff out or sell it well below market value (even though customers like that) - which means that you won't be wasting time & money - & it also prevents overspending - which means more money for you.

A successful business, therefore, is one that holds a good rapport with the customers, knows what they like, & is within easy reach & is convenient. It is one that manages it's stock efficiently & doesn't overspend on rent or unnecessary goods & it is one that knows its competitors - & is ready to COMPETE!
Here we’ve got a lot of advice to people who are starting a small business. So how can we be successful? There are six key factors, which all have some deeper information.

First, it advise you to develop a marketing plan, this is a good idea to make you know your customers’ likes and dislikes of your product. Then you might need to ensure customer satisfaction and loyalty, it helps you understand customers’ expectations of your service. After those, monthly fixed might not cost too high. You can select premises with rents that are not excessive to make this point. The next, as we all know we should run business under healthy finance control, which ensures adequate cash flow and prevents overspending. Accordingly to that controlling of the levels of stock can be one useful idea. Another important stuff could be studying competitors, which means to keep files of their advertising and pricing information. It really helps to determine your pricing strategy. At last, for customers’ convenience, choose a location that is safe and accessible for them. This is called ensuring a flow of foot traffic. Because it includes plentiful numbers of customers.

In conclusion, these six factors, customers’ expectation, likes and dislikes, marketing plan, costs, levels of stock, competitors’ information, location are all keys to your success.

218 words

10 Semantic relations:
- Means Result (x6)
- Bonding (x3)
- Amplification (x1)
Transcriptions: Task 2

<table>
<thead>
<tr>
<th>B202</th>
<th>The key two points that will allow you to successfully manage your business are: Market research and Financial structure of the business. These points (and others) are also shown on the diagram on the left-hand side of this sheet. Proper Market Research will enable your business to grow and succeed in the business world. Before even opening a business, you should consider finding a good place where to develop your business. The points that should be considered are: choose the location that is safe and accessible for customers and ensure a flow of foot traffic, plentiful of customers. Besides the location you should also consider researching in following areas: know your customers likes and dislikes of your product and develop a marketing plan. Now that you have chosen the location and know what customers want think how you can make your customers happy which is done through understanding customers’ expectations of your service which will lead to customer satisfaction. When opening a business you should also consider competitors, you should research their prices and advertising strategies which will help you to successfully determine your pricing strategy. Besides Market Research you should also pay attention to the Financial structure of your business. You should select premises with rents that are not too excessive which will help to keep your fixed costs down, and stock level should be kept under control which will result in edique cash flow and prevent overspending. Market research and Financial structure are the most important point when opening your own business.</th>
</tr>
</thead>
</table>

254 words

17 Semantic relations

- Means Result (x6)
- Bonding (x7)
- Amplification (x2)
- Chronological Sequence (x1)
The establishment of a successful small business is supposed to be influenced by some sorts of factors, namely, the satisfying service, the broad information and the proper management. In the following, I am going to explain further point of view about these factors.

As we all know, generally, choosing a location that is safe and accessible for customers, which should be convenient to customers is the first step that managers should weigh up. The more convenient traffic is, the more customers are willing to go.

In addition, because customers seems to be god in business, in that rose, it is a great deal importance of the understanding customers’ expectations, what exactly they want, and the ensurement of customers’ satisfaction and loyalty. Furthermore, making a survey, through which managers might know what customers enjoy, or what they dislike of products, is another necessary step. According to this, normally assisting managers to develop a marketing plan.

However, a entirely successful business will not be accomplish unless a detailed strategy and preparation on finance is concerned. For example, the pricing strategy, the study of competition, which leads to the successful advertising and pricing information, both of them are supposed to be arranged before the business being put within real situation. The last but not the least, is the consideration about monthly fixed costs, which should not be too high, and the selection of premises with rents, which are not excessive. Also, to prevent overspending and to control the levels of stock are essential.

From the above, there are several points may help you to handle that how to build a successful business. Do remember it always depends on the actual situation and different objects as well.
Running a successful small business firstly need to know some key factors about customer and market. Secondly make a plan to help people who run this business and so on. There are six key factors shows to you.

Firstly, the manager need to choose a location that is safe and accessible for customers. After this, manager must ensure a flow of foot traffic - plentiful numbers of customers.

Secondly, understand customers' expectations of the business service then ensure customer satisfaction and loyalty.

Thirdly, manager need to develop a marketing plan to open this business before this, it also need to know what customers' like and dislikes of this business's product.

Fourthly, people who run this business needs to study competitors - keep files of their advertising and pricing information, this process will help manager to determine the price strategy.

Fifthly, Control of levels of stock, make sure what the level the customer need and want then ensures adequate cash flow and prevents overspending.

Finally, manager must select premises with rents that are not excessive and control the expence and control fixed cost are not too high on every month, this process can help the business to earn money to have profit.

Through these process, the small business will have a good profit and get success. Every process are very important and each process are connect. Do not forget any of them.
This essay is going to describe the diagram of doing a successful small business: As the diagram shows, there are six main factors to be a successful small business.

Firstly, from the top and middle of factors. Understand customer's expectations of the business service. In this factor, there are should be the thing to understand, like, ensures customer satisfaction and customer loyalty. However, before, the business start there is another thing to look at. For example, the location of the business, that is the left factor on the top. As the people choose the location of business: they have to think about that is safe and accessible for customers, and also have to ensure a flow of foot traffic.

After the location has taken and understanding customer, the business has to get the information from the customer. That mean, doing some market research, and to know the customer like or dislike the products. At last to help the business to develop.

Secondly, on the bottom of the diagram, there are also three factors. To be a successful small business, like study competitors to help to determine the pricing strategy, and control the level of stock. that mean to know the cash flow and prevents overspending. The last factor is to select premises with rents that are not excessive.

To sum up, if the people who want to have a successful small business, they have to thing about these six factors. And after the factors have done with the business. At last the business now be successful.

<table>
<thead>
<tr>
<th>Semantic Relations</th>
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<tbody>
<tr>
<td>Bonding (x 3)</td>
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<td>Chronological</td>
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<td>Sequence (x 1)</td>
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<td>Condition</td>
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<td>Consequence (x 1)</td>
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255 words
Transcriptions: Task 2

<table>
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<th>Semantic Relation</th>
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<tr>
<td></td>
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<td>To set up a small business and run it successfully. There are some key factors that should be considered.</td>
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<td></td>
<td>First of all, not matter what kind of business you are going to establish, you should understand customers’ expectations of your service. In order to do it so, it is a good way to do some research of what customers suppose your business is going to be. To follow what they expect could ensure customers’ satisfaction and loyalty.</td>
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<td>Secondly, to analyse another competitors who to determine strategy of running the business is also a key to run your business successfully. To do this, collect files of their advertising and pricing information are recommended.</td>
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<td>After you determine your pricing strategy, calculate roughly the fixed cost of each month such as the employee fees, and rental cost. This can help you to ensure if it worthwhile to set up the business.</td>
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</tbody>
</table>

11 Semantic relations:
- Means Result (x3)
- Means Purpose (x2)
- Bonding (5)
- Chronological Sequence (x1)
- Amplification (x1)

148 words
**Transcriptions: Task 2**

### Discourse Pattern

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<td><strong>Goal</strong></td>
<td><strong>Semantic Relation</strong></td>
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</table>

The diagram gives suggestions to the people who will start a small trade. The diagram is composed by six parts.

In the first place, the small business owners should know what their customers’ likes and dislikes about their products. That assists you to develop a marketing plan.

Secondly, owners must understand customers’ expectations of their service. They could ensure customers satisfaction and loyalty.

Follows, choose a location which is safe and accessible for customers is very important to business holders. The advice is to ensure a flow of food traffic. It will be plentiful numbers of customers.

The fourth advise is to study competitors, keep files of competitors keep files of competitors advertising and pricing information. It helps owners to determine your pricing strategy.

The following suggestion is that owners should control levels of stock in order to ensure adequate cash flow and prevents overspending.

Finally, business holders can select premises with rents which are not excessive. If they done like that, mostly fixed costs will not too high.

These are all the suggestions help people to run a successful small business.

183 words

<table>
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<tr>
<td><strong>Means Result</strong> (x3)</td>
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<td><strong>Bonding</strong> (x2)</td>
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<td><strong>Amplification</strong> (x1)</td>
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</table>
This graph demonstrates the key factors for running a successful small business.

There are six parts to support this small business to be successful. Firstly, we should choose a safe and accessible place for customers. It must be easy to arrive on foot. In this way, we can plentiful numbers of customers.

Secondly, our service has to understand customers’ expectations to ensure customer satisfaction and loyalty.

Thirdly, we have to make sure which goods that customers like or on and develop our marketing plan. The next key factor for support business is doing some effective advertising and promotion to attract customers.

Make a good price and keep profit. Fifthly, we should make a good plan to control levels of stock for limited cash flow and prevent overspending. Finally, monthly fixed costs cannot be too high. If so, it would reduce profit.

In summary, for running a small business successfully is not an easy thing. We should think about every part of business which can support business to be successful.
The mind map reveals different ways that people who are starting a small business. There are six different ways with two steps each in this diagram.

A location where is important for customers, so choosing a safe and accessible place is the first thinking people should do. And then, goes to next step, which is "Ensures a flow of foot traffic. – plentiful numbers of customers.

To understand customers’ expectations of people’s business is also other important step for doing small business. People who want to doing a successful business they should know what customers like and dislike. And then, makes sure customer satisfaction and loyalty.

Small business of production, business also know about customers interests. After that we can assist you to develop a marketing plan.

127 words
If people want to start a successful small business, there are four things that they should pay attention to: customer, location, basis cost and the information.

Making a plan is the first thing to do before you do otherelse. There are several kinds of cost will be take out from you bills. For example, power, water, gas, rent and tax, even the cost of the land from the government.

When people referring the location, they are more likely to choose the ‘busy place’ such as in town or by the street. However the price or the rent are quite high. The advantage for those place is most people will go there, that is another important point you won’t forgot.

“Customer is everything!” You won’t earn money if nobody use your service or buy your goods. Therefor, the people who do the business really need to that what the customers want. We have the marketing because customers need some goods and then somebody sale them. The better thing to do is develop your service make the customers feel satisfact about your business. ‘Make themselves feel like the God’ and then they will not use otherelse service, they are your loyal customers.

Information is important thing for all kind of business. People who do the business must know that what the customers need and like, which area have no such business like you do and which kind of basis cost can be higher up or lower down.

By all of those things, like customer, location, basis cost and information are the first four things the people should put in their marketing plan.
### Discourse Pattern

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<tbody>
<tr>
<td></td>
<td></td>
<td>This diagram shows a advice that how to start a successful small business to people who are interested in it. The advice divided in 6 basic points and one contrast for each.</td>
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<td>There are 6 points for people want to make a successful business, that they must make a research for what customers would like to spend, that important thing. As a customer, they more think about the traffic and safe. They don’t want to spend more times on the way. And the service, must make the customers want to come again. That three points for customers.</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>And, for owner’s who need to study skill of competion, and make advertising to customers let they are interested in what’s product from the business. The second point, don’t make the fixed costs too high and control of levels of stock.</td>
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<tr>
<td></td>
<td></td>
<td>In the sum, there are 6 points for make a successful business.</td>
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**Semantic Relations**

150 words

*no semantic relations.*
There are mainly six elements to help people to start a successful small business. This essay will give explanations to each element.

Firstly, the most important part is to choose a location that is safe and accessible for customers. Because a suitably placed company can ensure plentiful numbers of customers. For instance, in the central part of a city or in the economical area.

Secondly, people need to understand customers' expectations of their service which is also important. Because the more people understand their customers' need, the more they can earn. This ability can ensure customer satisfaction and loyalty to their revenues.

Thirdly, people should know what their customers' likes and dislikes of their product. Because this ability helps people produce the right goods to their customers and assists people to develop a marketing plan.

Fourthly, people should study competitors' activities to determine their pricing strategy. For example, keep files of other competitors' advertising and price information.

Then, people should control the levels of stock which ensure adequate cash flow and prevents overspending. For instance, too much stock may lead to the scarcity of cash flow.

Lastly, people should select premises with rents that are not excessive. For instance, to control monthly fixed costs not too high.

This six elements are the basic way for people to start a successful small business.
**Discourse Pattern**

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**B214**

This diagram shows how to do a small business successfully. There are two major advice, one is to understand customers, the other one is improvement in the small business.

Firstly, giving good service for customer is very important. There are three advice to make the customers happy: choosing a good location, understanding customers' expectations of your service and knowing your customers' likes and dislikes of your product.

Furthermore, you must improve your business inside. First, you should study competitors to help you to determine the pricing strategy. Then control of levels of stock to adequate cash flow and prevents overspending. In addition, cut the fixed costs are also you must pay attention, so you should select premises with rents that are not excessive.

Generally speaking, do a successful small business you must think about the outside and inside factors.

**Semantic Relations**

- Amplification (x1)
- Bonding (x1)
- Result (x1)

3 semantic relations

<table>
<thead>
<tr>
<th>139 words</th>
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</table>
Running a successful small business is not easy. There are some advice can help people who are starting a small business.

Firstly, you should understand customers’ expectation of your service. Because sell your service to customers is the final goal, understands what they want and then ensure their satisfaction and loyalty.

Secondly, you should know if your customers like your product or not. For example, do some research can help you get information. After that, developing a marketing plan is very helpful.

Thirdly, you can choose a location that is safe and accessible for customers. A good location let customers easy to find you. It also ensures a flow of foot traffic plentiful numbers of customers.

Fourth, you had better study competitors keep files. For example, their advertising and pricing information. All these can help you to determine your pricing strategy.

Fiveth, you need control your stock. Make sure, you know how many stock you have. Ensures adequate cash flow and prevents overspending, because the stock means how much money you spend.

Sixth, select premises with rents that are not excessive. After that, make sure monthly fixed costs not too high.

To sum up, running a successful small business need work hard.
**Discourse Pattern**

**B216**

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Preview</td>
<td>Firstly, You have to know your customers’ likes and dislikes of your product so that you can develop a marketing plan. Moreover, you should understand customers’ expectations of your service, ensuring customer satisfaction and loyalty.</td>
</tr>
<tr>
<td></td>
<td>Secondly, Choosing a location that is safe and accessible for customers is a key step, because that ensures a flow of foot traffic – plentiful numbers of customers.</td>
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<tr>
<td></td>
<td>Thirdly, You need to study competitors – keep files of their advertising and pricing information. It is helpful to determine your pricing strategy. Then, you might think about the control levels of stock, it ensures adequate cash flow and prevents overspending.</td>
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<tr>
<td></td>
<td>Last but not least, Selecting premises with rents that are not excessive is necessary to do, because it helps you to plan the monthly fixed costs ad saves your expense.</td>
</tr>
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<td></td>
<td>To sum up, the above factors will help you to run a small business successfully.</td>
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**Semantic Relations**

- Concession (Contrarelation)
- Means
- Purpose
- Reason Result (inverted)
- Means Result
- Reason Result (inverted)
- Means Result

8 Semantic Relations

- Means Result (x3)
- Reason Result (x2)
- Simple Contrast (x1)

180 words
Nowadays, with the development of global economics, more and more people do their business in order to earn more money and be established in society. In this essay I will give some advices to those people who are starting a small business from my point of view.

There are several key factors in running a successful small business. In my opinion, the most important one is to discover customers' need and ensure customer satisfaction and loyalty. Actually, there are no customers, there are no chances for your business. So during operating your small business, do more investment and understand customers' expectations of your service. Here, I strongly advise that don't attract customers once, which will leads to no loyal customers.

Also, I think it is necessary to ensure adequate cash flow and prevents overspending. Because you are operating a small business, if you don't have enough cash flow, you will be bankcruppped quickly. How to prevent it? One thing you should do is to control of levels of stock.

In addition, you should determine a good pricing strategy against your competitors. Business is competing. Consequently, as a manager, you should study your competitors, know their prices, quality and other information. That will help you have a strong competition. As we know in China, "knowing your enemies and yourself, you will win anytime."

To run a small business is not so easy. There are also lots of advices, such as ensuring a flow of foot traffic, developing a market plan, and so on. Anyway, as a manager, you should understand the operation of your business clearly.
The essay advises about the people who are starting a small business. There are many causes that can refer to “A successful small business” and it is going to be discuss in this essay.

When the business owners understand customers’ expectations of their service so they could ensures customers satisfaction and loyalty or they know what their customers’ likes and dislikes of their product, for these two reasons the business can have a success. Moreover, it is depend on a location such as safe and accessible for customers will be influence on them. The business owners should ensures a flow of foot traffic plentiful numbers of customers that may cause the decision that customers will make.

The business owners have to study a competition of their competitors such as the advertising and pricing information that it can help the owners to determine the pricing strategy. The last two reasons that will help the business are “Control of levels of stock” because it ensures adequate cash flow and prevents overspending, “Select premises with rents that are not excessive” such as monthly fixed costs not too high if the owners can do a selection.

All the key that have advised above will be helpful if the reader can understand and study though it.
In order to start a small business and make it successful, you’re required to take some steps before taking actions.

First of all, you need to find an adequate location to establish your company. The place should be “safe and accessible for customers” and “ensure a flow of foot traffic and plentiful numbers of customers”. Customers are the most important people which your success will depend on.

Secondly, it is important to consider and “understand customers’ expectations of your service”. You have to know their demands and need to serve them to fill their satisfaction. Also, you have to value their loyalty.

As understanding the customers expectations, you need to search their likes and dislikes of your product. You have to think about this from many different perspectives, not only from your own point of view. Doing this research will lead you to “develop a marketing plan.”

Thirdly, you need to examine competitors’ detail and advertising. Once you’ve done with this, you will have ideas for pricing your products. You are able to determine prices which are competitive enough, but still allow you to make a big profit. Studying about your competitors provide you with some “pricing strategy”.

Lastly, you got to focus on “money” flow in your business. You need to “ensure adequate cash flow” and be careful not to overspend your money. In considering these things, you need to keep in mind things such as, “selecting premises with rents that are not excessive” and “fixing a monthly costs that are not too high”.

By going through all those steps carefully and with patient, you will be able to start a “successful” small business in the end.
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**B220**

This diagram indicates five keys factors to success a new business. It is essential to analysis those factors to complete your business. There are six advice to do so, such as the research of customers’ expectation, customers’ likes and dislikes, business location, rents condition, control of stock, and competitos with other companies.

Firstly, it is necessary to find what customers think for your service. Customers decide and choose where they go to purchase and also what they get. Then, it is also necessary to research customer’ like and dislike. If you understand their expectations, the research is useful to develop making a plan to find out more clear. When you make customers satisfy, you will run your business very well.

Next the location where you run your business is important to get customers as much as possible. It is likely customers to prefer the location near to one far away. The accessible location lead your business to more successful.

Thirdly, you need to study competitions with other companies to attract customers to your business. In order to this, it is essential to strategy the price and advertisement.

Forthly, it is necessary to control of levels of stock. It is waste to have too much stuffs and use overspending costs.

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<tr>
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<tr>
<td>Reason Result (inverted)</td>
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<td>Condition Consequence</td>
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209 words

10 Semantic relations:
- Means Purpose (x1)
- Means Result (x1)
- Reason Result (x2)
- Bonding (x5)
- Condition Consequence (x1)
**Transcriptions: Task 2**

**B221**

<table>
<thead>
<tr>
<th>Source Path</th>
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| There are six main key factors in running a successful small business. First, you who starts running a small business should understand customers’ expectations of your service. These days the quality of his/her service is getting more important in the competing societies. Therefore a manager should try to ensure customer satisfaction and loyalty. Second you should know your customers’ likes and dislikes of your product. Therefore you have to try to improve the design of your product and find out what kind of product customers like or not. As well, you have to use the information given by customers for developing a marketing plan. Third, you should select premises with rents that are not excessive. This is because it can influence on running a small business. You have to be careful that monthly fixed costs doesn’t be too high. Forth, you have to control of levels of stock and ensure adequate cash flow and prevents overspending. Fifth you have to study competitors. You can succeed in running a small business as you study competitors around your business. By keeping files of their advertising and pricing information, you can help to determine your pricing strategy. Sixth, you should choose a location that is safe and accessible for customers. Location is one of the most important factors in running a successful small business. Therefore you should ensure a flow of foot traffic which mean plentiful numbers of customers.

236 words

7 Semantic relations

- Reason Result (x4)
- Means Result (x1)
- Born from (x2)
In recent years, many people enjoy to do small business, because the people want to do small business who will be properly think that they are good at it and easy to control, therefore such key factors in running a successful small business will be invented. The following step is process that people who want to own a small should to know. A successful small business is a goal that people have to pass six main lines to get it.

Firstly, the place that where people would like to go mostly, thus the business should be runned in there and must be comfortable and easy to go. Secondly, the experience of service to satiefy people’s want and need, to make consumers’ shopping enjoyable and freedom. Thirdly, the businessman always should be improved their service and goods to let consumers want to make a long-run relationchip with you. Fourthly, it is the easiest and expensive thing to do. That is make a such advertisment to let people know what kind of good you own and how perfect the good is. Fifthly, it must be take such risk to score goods and wait the time when people need those goods as a small business. In this case, businessman must be pay more attention to be careful about it, if you put in more money than the small business have to do, you will possibly get in trouble. Lastly, it is the most important thing that 3 people should make a good note to control the cost and let you know it can get profit or not.

In conclusion, From above six steps, if the businessman got it and control it, they will possible to get excellent profit, therefore it is not seem to difficult. Let’s know it.
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<td><strong>B224</strong></td>
<td>If the people wanting to starting a small business, it must be following something. Firstly, it must be understand customers’ expectations of your service. Also, it has to ensures consumer satisfaction and loyalty. Secondly, it needs to make a plan to research the information of the marketing, know the customers’ like and dislikes of the product. Thirdly, the people who are starting a small business, it needs to choose a location that is safe and accessible for customers, because if the location too far for customers it must be not too many people go the shopping. Fourth, ensures adequate cash flow and prevents overspending. Fifth, make a successful small business the important fours is fixed costs not too high, and control of levels of stock is very important too. Finally, study competitors keep files of their advertising and pricing information and helps to determine your pricing strategy.</td>
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3 semantic relations

- **Reason Result** (x1)
- **Means Result** (x1)
- **Condition Consequence** (x1)
**Transcriptions: Task 2**

**Discourse Pattern**

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As a student of Waikato management school, I chose basic management study for my first year programme. It teaches me some key points about how to start a small business and how to attract customers.

The first point to success for your business is to satisfy the customers which means to analyse what the customers need and what you can discover from your business before others. It contains knowing what your customers' likes and dislikes of your product, understanding their expectations of your service. You can develop a marketing plan such as do some surveys among the customers and then work out what product they enjoy from your business and what they don't. Therefore, sell things they like and get rid of those they dislike. This focus on the product in your business.

Secondly, focus on price. Customers do want low price to save their money. So do you. It's a good way to select premises with rents that are not excessive. You should consider about the monthly fixed costs such as electricity, wages for these workers in your business. You also can give discount for those old customers in order to attract them consume more from your business. For example, buy five get one free.

Thirdly, place is rather important as well. You should chose a location that is safe and accessible for customers. To a lot of customers, this is just as important as low price. People will always enjoy a closer place to consume. Ensures a flow of foot traffic which means plentiful numbers of customers.

Fourthly, promotion which means advertising. This will encourage new customers to your business. Some big company spend millions dollars on promotion as they want more and more people consume their product.

Further more, study from your competitors. They will tell you to determine your pricing strategy and learn how the attract to customers. Keep files of their advertising and pricing information will be a good idea. However, you should avoid 'price war'. Also you need to control of levels of stock, ensures adequate cash flow and prevents overspend in order to keep your business active.

Overall, I think the four most important points for a successful business is: price, product, promotion and place.

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**355 words**

**18 Semantic relations**

- Reason Result (x2)
- Statement Exemplification (x1)
- Bonding (x3)
- Means Purpose (x3)
- Statement Affirmation (x1)