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How To Grow Your Micro-Business

By Stephen Pope

If you want to grow your micro-business (defined as a business with fewer than five employees), you might consider some of the findings of a survey by Statistics Canada.

1. The Findings

According to "Growth Determinants of Micro-Businesses in Canada" (Evangelia Papadaki and Bassima Chami, Small Business Policy Branch, Industry Canada), the survey by Statistics Canada revealed the following:

Micro-businesses get much of their advice from family, friends, customers and suppliers. Accountants are more commonly consulted for business advice than lawyers and bankers.

Completion of high school was cited as a factor for growth in the micro-business. Perhaps surprisingly, college or university education was discounted as a factor for success.

Age or sex of business owners did not affect business growth. Nor was being an immigrant a significant factor.

For growth, being willing to delegate, assume risk, and share ownership all seemed to be factors for success.

Expansion of the local market was more important for growth than the export market for the micro-business.

Growth micro-businesses innovate and engage in e-commerce activities.

2. The Opportunities

This is encouraging news for entrepreneurs. You don't necessarily need a lot of money for professional advisors to grow your micro-business. Higher education is not a prerequisite for success. Age, sex or

country of origin are not relevant factors for growing your micro-business.

If growth of your micro-business is your goal, you can't do everything yourself. You must be willing to delegate (or perhaps even share ownership of your business with others). Innovation, a willingness to take risks, and use of the Internet are also important to your growth.

Are you willing to delegate, take risks, and partner with others? Are you innovative? Do you employ e-commerce in your business? Are you using the Internet to expand your local business?

If you can answer these questions affirmatively, then your micro-business is poised for growth.

J. Stephen Pope, President of Pope Consulting Inc., has been helping clients to earn maximum business profits for over twenty-five years. For profitable Work at Home Small Business Ideas, visit

<http://www.yenommarketinginc.com/>

Microfiber Cloth

By Celia Namart

With the advent of micro fiber cloth, people's lives have become a lot easier, especially in regard to cleaning and dusting. This superior material is better able to clean, particularly for spilled or splattered oil. It hasn't been very long since micro fiber was introduced to the market. The price of micro fiber cloths is quite affordable and this especially helps in making the micro fiber cloths a very popular product with homemakers. It is quite impressive to find how this invention has captured the market in a short time.

"Quality" is the chief reason for micro fiber to become so well liked and it is the ideal substitute to the traditional cotton clothes used in sports apparel, athletic garments etc. Micro fiber is widely used these days because it keeps the clothes dry and don't douse the person wearing micro fiber clothes in sweat. This way, when a sportsperson performs any arduous exercise, he or she feels comfortable in a micro fiber outfit, as the clothes remain dry.

Micro fiber cloth is the most effective means for cleaning and dusting. Cloths of this material, attracts the dust preventing the dust particles from floating in the air. The most ideal color of micro fiber cloth to be used for cleaning and dusting is green. The most interesting fact is that, in spite of such superior quality, it is not at all costly. Also, the material is durable and serves the owner better than most of the usual materials available in the market.

Micro fiber cloth is used mostly for household products like tablecloths, TV covers etc. If drinks or food are spilled on micro fiber cloth, there won't be any stains after washing the cloth. The micro fiber cloths are available the automotive centers of any super store and they usually cost around \$5-\$6. Also, these cloths are available online. Micro fiber cloths also brilliantly polish chrome, fixtures, windows, wood floors, and granite. However, one has to be really careful to maintain the shine. The shine of the cloth gives it a real good look.

Bear in mind that, like any product, you have to take proper care of micro fiber products. Whatever you purchase, whether it is an outfit or simply a micro fiber cloth, follow the instruction when you wash them. If you strictly follow the washing instructions, then without a doubt, you can enjoy using the micro fiber cloth or outfit, for a long time. The use of micro fiber is so prevalent now days that we can't imagine a life without it. Thanks to the advancement in the scientific field that it has come up with such a useful invention. With further progress in this field, we are going have more great micro fiber products available in the near future.

Celia Namart an avid traveler has collected her thoughts and ideas during her many travels around the world, back from a recent trip around the world Celia writes about Microfiber at

<http://microfiber.advice-tips.com/>



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