



**WALKER PARTNERSHIP
(SCOTLAND) LLP
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LEARNING THE LESSONS TO SUCCEED IN BUSINESS

Running a successful business is about more than just excelling at winning and servicing business. Whether you are a sole trader or head of an ever growing enterprise you will need to master a range of skills if your business is to fulfil its potential.

The best businesses are those that keep a close eye on the administration of their business and adapt with their market-keeping abreast of both the changing needs of their clients and society as a whole.

Issues such as accounting, managing cashflow and marketing are all crucial to the survival of any enterprise and businesses who fail to address them do so at their peril. A lack of financial acumen is the biggest hurdle which most business quickly have to overcome. Many SMEs and sole traders make the mistake of believing that a healthy order book makes a healthy business, but if they fail to collect debts they run the risk of lacking the cash needed to meet future demand. Owner – operators need to recognise their own limitations and ensure that they update their skills regularly, taking courses or taking advice if necessary. This is especially important as a business grows as owners can find themselves losing sight of the bigger picture as they focus on one or two aspects of their company's development. If you think any of the above applies to you then speak to us at:-

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*Wishing all our clients and associates a very
Merry Christmas and a Happy New Year*

Duncan and Susan Walker