



What Every Entrepreneur Ought to Know About Business & Banking: A Practical Approach

Lim Guan Chye

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Aims to target would-be, new, or already business owners about business and banking based on the Sun Tzu Art of War. Part 1-Know Yourself, Know your Business. Part 2-Know your Environment, Adapt to the changes. Part 3-Know your Banker, Build and Strengthen Relationship. A Practical Approach to: -Start up a business; -Understand the success factors in business; -Understand the numbers behind the business; -Understand the environment and how it affects the way the business is being done; and -Understand how the banks look at credit and lending as well as how to manage expectation and build relationship with your banker. The laws governing business may vary from country to country, but the types of entities are similar in many ways. Similarly, the banking products may be known by different names but still made available to businesses. Lastly, understand how to boost your chances of getting your loan approved by the banks.

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