



Business Development Newsletter Issue 10 October 2008

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Nature Coast Enterprise your one stop shop for business

Please consider the environment before printing this newsletter

Online Business Assessment Tool

An online business assessment tool has been created for New Zealand businesses' that provides a platform to monitor growth, pinpoint areas of weaknesses and provide trusted advisors access to review current capabilities and progress. It takes about 20 minutes to complete and is free.

New Zealand Trade & Enterprise requires all businesses that attend the Enterprise Training Programme to complete an assessment. Through the process you are required to invite Nature Coast

Enterprise to review your profile and identify opportunities for growth and improvement.



Nature Coast Enterprise will guide you through the process as you register to attend the Enterprise Training Programme. However, for those wanting to develop a plan for their business now, **click here** to register.

Banish the Fear of Selling

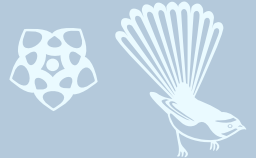
Sales are the lifeblood of most businesses yet the thought of having to knock on doors, cold calling and selling more to existing customers is enough to make a lot of people breakout in a cold sweat.

If the very word "sales" makes you queasy, remember, selling can be learnt, and contrary to popular belief, sales people are not born but trained. Write down the answer to the following questions - do it fast and don't edit your thoughts. Then think about the comments relating to each question.

1. Define your sales nightmare, the absolute worst that could happen. Think of it in gruesome detail and whether it would it be the end of your life? Think about how likely it would be to happen and how could you overcome the possibilities of it occurring. Write down what you need to know to make you feel more comfortable.
2. If the worst actually happened, what steps could you take to repair the damage and get things back under control?

3. Think about the outcome of that same scenario if things didn't prove to be as bad as you thought, what positive outcomes do you think you'd get in terms of self-esteem and confidence?
4. What tasks are you putting off because of "sales fear"? Do you think if you did these tasks they would make a difference to your company and your life? Make yourself do one thing you fear tomorrow.
5. What is it costing you - financially, emotionally and physically? Don't only think about the lack of sales; also think about the massive cost of inaction.

To take action - enrol in a sales workshop, Google "overcoming sales objections" or buy a book on sales techniques. You can contact the author of this article, Warwick McCormack, wmccormack@xtra.co.nz



Business Events

Centrehub Initiative

CentrePort Wellington has been invited to present to transport operators within the region their initiative, Centrehub. Centrehub is about turning winning logic into winning logistics' solutions.

There will be an invitation sent to all transport operators in our database. (Details to be advised)

Creative People and Business Networking on the Nature Coast

Nature Coast Enterprise is interested in bringing together businesses that primarily operate within the creative sector. This is a wonderful opportunity for the creative and talented people on the Nature Coast to meet, network and support each other.

Date: Wednesday 12th November 2008

Time: 5 - 7pm

Venue: Nature Coast Enterprise, Lindale

If you are interested in attending any of these free events please email rochelle@naturecoast.co.nz

Kapiti Chamber of Commerce panel discussion - Being a director: What is governance?

Date: Wednesday 26th November 2008

Time: 5 - 6.30pm

Venue: Whitireia Polytechnic, Lindale Campus

If you are interested in attending this panel email robyn@nichemarket.co.nz



Make a Start on your Business Plan

Business planning is critical - but in many businesses, business plans are missing. Planning is not an exercise to be completed in five minutes; rather, over a period of time. There are many formats and well intentioned providers so it is important to develop a plan that suits your business and in a language that you understand. Nor does it need to be a lengthy document.

It is critical to include the vision for the business (where you expect to be in three to five years) and to communicate that vision to your team. This means every one will have a sense of involvement and will be able to empathise with the desired direction. Having completed the historical elements of the plan other factors to consider are:

1. Management structures
2. Management systems
3. Marketing strategies
4. Sales
5. Product development
6. Operations
7. Financial



Once completed an action plan is critical. Without one (what, who, when, expenditure) there is no shared responsibility by which you are able to manage the business. Finally, a budget is required. All costs and strategies must be built into the budget and then annualised as a cashflow. Each month the actual revenues and expenditure should be added in to the cashflow to establish an annualised projection.

Remember, it is better to make a start now, rather than doing nothing! You can contact the author of this article, Michael Knight, smsgroup@xtra.co.nz or download the business plan guidelines from the Nature Coast Enterprise web site to get you started - [click here](#).

News Links

Paraoa Bakehouse is judged the national sustainable business of the year, [click here](#)

RJ's Licorice Ltd and **Integrow Marketing Ltd** were finalists in the 2008 NZ Post Wellington Exporter of the Year Award. **Palliser Estate Winery** was the overall winner, [click here](#)

Kapiti Olives' oil scoops gold at the New Zealand Olive Gold Awards, [click here](#)

Enrol in the Open Polytechnic Certificate in Entrepreneurship (Export) Diagnostic Tool, [click here](#)

Be aware of new Thai law for horticultural products being exported there, [click here](#)

Cuisine magazine is on the hunt for New Zealand's local food heroes to be recognised in the inaugural Cuisine Artisan Awards 2009. The artisans must be producing food or beverage products on a small scale with an annual turnover of less than \$5 million to 30 June 2008. Email artisans@cuisine.co.nz to nominate your hero.

Subscribe to the Kapiti Chamber of Commerce newsletter info@kapitchamber.co.nz



Training and Networking Opportunities for Business

Are you interested in the establishment of a Levin Business Association?

Attend a meeting of interested people facilitated by Dave Hill and Bernie Wanden. Contact Dave for more information david.hill@chronicle.co.nz or simply attend the meeting.

Date: Tuesday 4th November 2008

Time: 5.30pm

Venue: The Boardroom, the Levin Arcade



KCDC healthy homes lecture series

Each evening includes a speaker, questions and answers, tea break and discussion. For further information contact your Eco Design Advisor, Richard Morrison Tel 04 296 4651.

Time: 7.30 - 9.30pm

Venue: Paraparaumu Library Meeting Room

5 Nov - You can have a healthy home for your kids

12 Nov - Good lives, good neighbourhoods

19 Nov - You can make your home a healthier home

26 Nov - You can reduce your water waste



Green Drinks in the Capital

The Sustainable Business Network in conjunction with others is delighted to invite you to attend Green Drinks in the Capital. Come along to meet like-minded individuals, catch-up with people you know and make new contacts in a relaxed and informal environment.



Date: Wednesday 3rd December 2008

Time: 5.30 - 7.30pm

Venue: Southern Cross Garden Bar and Restaurant, 39 Abel Smith Street, Wellington

RSVP brenda@sustainable.org.nz

China Trade Information from New Zealand Trade & Enterprise

Tips for New Zealand businesses trading in China:

- Make a real effort to understand the market from a strategic perspective - talk to people in the market and learn from them, particularly other Kiwis.
- Don't go into the market with perceived ideas - opportunities often manifest in ways you don't expect.
- Any company or individual serious about a long term commitment to the market should make some attempt to learn the language.
- Get a thorough understanding of the regions of China including the big cities and coastal regions and go to the area in which you can get a business of scale that will make an impact - not just where other competitors go.
- Build strong and enduring relationships, and understand that this will take time.
- Don't think just because someone is Chinese they are the right person to represent you in the market; they need recent, relevant experience and networks.
- Tenacity and patience are indispensable qualities - without them you are better off in a developed market.

Sourced from a recent speech by David Mahon, Chair, China Beachheads Advisory Board.



Notice from the China and New Zealand Business Council (CANZBC)

If you are exporting to China, then you need to be aware on the new Rules of Origin relating to the New Zealand-China FTA. In order for New Zealand companies to access preferential tariffs, exporters must demonstrate that their goods qualify under the rules of origin set out in the agreement. To do this, goods exported to China require a New Zealand Certificate of Origin with their export documentation. For more information, contact CANZBC www.canzbc.co.nz



Grow Wellington Newsletter

To read the latest newsletter from Grow Wellington and to subscribe to keep up-to-date with your regional economic development agency, [click here](#)



Christmas and New Year are just around the corner...have you made your travel plans yet? Do you need to book the ferry, bus, accommodation or train? You had better get planning and head to one of our three information centres in Paraparaumu, Otaki and Levin. In Levin, the Automobile Association is located in the same building and members can ensure they get additional maps and other advice to help their holiday plans.

Our friendly staff are happy to help you with all your arrangements and if you are too busy to visit then don't worry, just give them a ring and they are happy to post out any travel vouchers to ensure you don't miss that ferry connection, motel or caravan booking this summer.



ABOUT NATURE COAST ENTERPRISE

Economic Development:

Our purpose is to promote the sustainable economic development of the region by providing support, information and assistance to the business community while attracting new resources and investment to Kapiti-Horowhenua.

We undertake regional development projects by facilitating business - council - government liaison, developing industry cluster groups and business networking and training opportunities, hosting business functions and fostering employment and skills development.

Tourism:

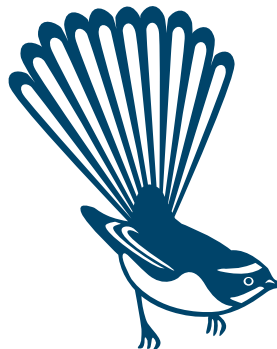
Nature Coast Enterprise also promotes Kapiti-Horowhenua as a tourist destination. Services include product development, advice, information and training for tourism businesses plus the management of the Visitor Information Centres in Levin, Otaki and Paraparaumu.

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biz is a national business information and referral service for individuals and small and medium businesses, which is offered through a nationwide network of information centres.

www.business.govt.nz

For your Calendar

Enterprise Training:

November 6 Business ideas from 'Concept to Market'
Lindale Centre, Kapiti
9.30am - 12.30pm

November 13 Tax Updates that Affect Business
Lindale Centre, Kapiti
1pm - 4pm

November 18 Working ON Your Business not IN it
Lindale Centre, Kapiti
1pm - 4pm

November 20 Tax Updates that Affect Business
Horowhenua District Council Office, Levin
1pm - 4pm

For more information visit
www.entreprisecoastnz.com
or email
rochelle@naturecoast.co.nz



Electra Breakfasts:

Kapiti

November 5 Cameron Bagrie,
Economist ANZ Bank

Levin

November 19 Kirsten Gendall,
Sustainable Business Network
- Regional Manager

For more information email
maureen@naturecoast.co.nz

