

ABSTRACT

Many small food businesses fall prey to bankruptcy or early close downs. This occurs for many reasons, however the common denominator in the failure of most small food businesses, comes from the ways and means in which they engage in business activity. They have a shortsighted view of how a business should operate, in that they believe that by cooking certain foods and selling enough of it profit is inevitable. It is this ignorance that is the catalyst for business failure. This study seeks not to delve into the technical aspects of profitability, rather it seeks to put forward simple yet effective marketing methods that when implemented in a logical sequence, can aid small food businesses sidestep possible bankruptcy.

Small businesses in general are extremely shortsighted and narrow minded when it comes to profitability. These types of businesses usually have a hit and hope philosophy in that they seek to sell something that customer may buy, and hopefully their business will become profitable if enough is sold. It is because of this philosophy that so many small food businesses fail. Thus, curiosity sparked this study and fuelled the investigation as to how such cantankerous business activity can affect A.C.E.

The results revealed that, these types of businesses are not prone to bad experiences, rather, they simply do not take the time to investigate who they are selling to, how to keep these persons and other simple business activity which in both the long and short run, may lead to an enhanced financial standing.