

Bright Ideas



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Antique Furniture Restoration

An antique furniture restorer conserves and repairs damaged or worn items of furniture. This involves a range of skills such as French polishing, wood carving, wood turning, regilding, replacing missing veneers and mouldings as well as good judgment and an extensive knowledge of furniture. Other skills include cabinet-making, marquetry and metalwork. A restorer may be required to repair scratched or damaged surfaces, loose joints, missing pieces, or damaged backs on wardrobes or cabinets. Some pieces of furniture may require the replacement of parts, e.g. chairs may need legs replaced. A restorer may also repair upholstery or work with an upholsterer.

Amusement Arcade

Amusement arcades offer a selection of coin-operated games, some of which require skill (SWPs - skill with prizes) and some which do not (AWPs - amusement with prizes). Amusement only machines, e.g. video games, are also offered. Many arcades will also have a mixture of children's rides, jukeboxes, pool tables, etc, with proportions and layout dependent on the clientele they are trying to attract. Arcades are often situated in seaside resorts or in town and city centers where they will have generally AWP's only.

Aromatherapy

Aromatherapy is the use of essential oils derived from plants to maintain health and prevent illness. The most common methods of administering oils are massage, inhalation, compressions, baths and skin salves/ointments. Aromatherapy can be divided into two main branches: complementary therapy and beauty therapy. As a complementary therapy, aromatherapy makes use of essential oils and massage as a treatment for physical and emotional illnesses, and is often used in conjunction with conventional medicine to treat seriously, often terminally, ill patients. As a beauty therapy it is used mainly for relaxation purposes and sometimes for skin ailments, e.g. acne or stretch marks. A clear distinction between the branches is essential, as different training and usage ensue. In addition to offering treatment, both the oils themselves and other products containing them (e.g. bath oils, vaporizers, and shampoos) can be sold to customers.

Bakery Business

Small bakeries produce bread and other baked goods which may be sold through the baker's own retail outlet(s), wholesale to other retailers and catering businesses, or a combination of both. Bakery shops may also sell a range of complementary products, e.g. hot/cold drinks, hot foods,

confectionery, snacks and fresh sandwiches. Bread and other products can be created entirely on the premises using own recipes, commercial mixes or in bake-off format, where part-baked products are bought quick-frozen and finished off in-house.

Beauty Therapy Service

Beauty therapists offer a range of treatments, including facials, make-up, eyelash tinting, eyebrow shaping, nail care, waxing and body treatments for relaxation, slimming and toning. Other services may include electrolysis, ear piercing, massage treatment, aromatherapy, reflexology, sunbeds, colour consultancy, dietary and exercise advice and a range of electrical and heat treatments, e.g. non-surgical facelifts. Consultation will be offered, with a full explanation of treatments and their effects. Treatments may be 'one off' or part of a course. Beauty therapists are usually based in salons or fitness centers. Mobile beauty therapists work in the client's home and will visit elderly or infirm patients, or clients in residential care, hospices and hospitals.

Book-Keeping Service

A book-keeping service is set up to manage the accounts of small businesses. The book-keeper is responsible for recording day-to-day transactions and putting the accounts in good order for the purpose of financial reviews or inspections. The accounts normally handled by a book-keeper include cash receipts and payments, sales and purchase day books and bank payments. A customer may also request that payroll or wages account be handled. For small companies, a bookkeeper may, in some instances, take the place of an accountant, although often both are needed.

Book Publisher

A book publishing operation starts with an idea for a new book. In the majority of cases it is usual for the author to approach the agent or publisher with a manuscript. The agent will work on the manuscript to make it saleable and then target it at carefully chosen publishers. In academic or specialist publishing, the idea for the book usually comes *from* the publisher. A suitable author is then found and commissioned. Once the final manuscript has been assessed and accepted, it is transformed into the finished product. This process involves several departments of the publishing house, including editorial, design, production and marketing and distribution. Not all stages are carried out in-house as many publishers use a small permanent team and freelance staff where necessary, e.g. proof-readers.

Bookshop

A bookshop sells a wide selection of new and 'backlist' books. Other items, such as stationery, magazines and gifts, may also be stocked, as well as audio books and multimedia products. Bookshops can offer a mail order service, and will usually order in specific titles upon request. A second-hand book dealer may operate from a shop or stall, or may specialize in mail order.

Cabinetmaker

Cabinetmakers make furniture from wood and other materials. They may design furniture themselves or use someone else's design. Most will be small craft oriented businesses making high quality furniture in small quantities. Additional services, such as furniture restoration and repairs, may be offered.

Candle Making

The main methods of candle making are moulding, dipping and rolling. Moulds are used to create interesting candles, in a variety of shapes, sizes and images (e.g. fruits, animals, flowers). Moulds for candles can be made from everyday items such as cups, bowls, plastic bottles, etc or can be manufactured. Candles are moulded upside down with the upper part of the mould corresponding to the bottom of the candle and the lower part of the mould corresponding to the candle's top and with a small piece of excess wick. Dipping is one of the oldest methods of making candles and is the most time consuming. Wicks are dipped, either singly or several at a time, on a frame, until the required thickness is obtained. Rolled candles are made by pouring melted wax on the wicks in thin layers, allowing it to partially set, then rolling the wax around the wick by hand while the wax is still warm.

Car Maintenance and Repair

Most independent car maintenance and repair businesses will attempt to tackle any type of repair. However, others will only provide specialized services for just one or two vehicle parts, such as the engine, diesel, steering, brakes, tyres, etc. Alternatively such businesses may provide upkeep and repair work on all parts, but specialize in just one or two car makes.

Car Security Installation

Car security installers may choose to specialize in electronic alarms, immobilizing devices, tracking systems or etching services. Although mechanical immobilizers such as locking wheel nuts, wheel clamps, steering wheel locks or gear lock immobilizers do not require professional installation, the business may choose to sell these as a sideline. It is also feasible to offer installation of audio equipment for in-car entertainment as this will broaden the customer base. These activities are related in that expensive audio equipment can invite theft while alarms and immobilizers aim to prevent it.

Carpentry and Joinery

Carpentry and joinery are among the main construction/building trades. There are many types of jobs that a carpentry and joinery business might offer, for

example structural work such as joists and roof timbers; making and fitting new and replacement windows; fitting wooden doors and door frames; making skirting boards and custom-made furniture. It might also offer a shop fitting service, which involves the fitting of fronts and interiors in commercial premises such as shops, hotels, restaurants, banks, etc.

Caravan and Camp Site

A caravan park provides pitches for static and/or touring caravans and tents. A static caravan is a holiday home which generally stays on one site for long periods of time. Touring caravans can be moved from site to site by their owners. As well as providing a separate site for each caravan, including water and power points, caravan parks also provide communal toilets and washing facilities in addition to a wide range of central facilities: shop, reception, bar, restaurant, club, swimming pool, play areas, sports, etc.

Cattery

A cattery offers boarding facilities to temporarily house cats while the owners are unable to care for them. They offer a range of services from basic care to a luxurious environment with highly individualized treatment for each pet. Boarding work tends to be seasonal, concentrated around holiday periods. As a result, most catteries tend to be run by owner-managers with only part-time assistance.

Cheese making

Creameries, on the whole, are mechanized operations producing a wide range of cheeses in blocks. Farmhouse dairies usually produce smaller amounts of specialized cheese using traditional methods, to create local delicacies in traditional shapes. Milk used for cheese making is obtained from cows, goats, sheep and even buffalo. Different types of cheese are created by altering various stages of the cheese making process, such as temperatures, acidity levels and maturing times. Hard cheeses like cheddar have more protein than soft cheeses, which can be ripened (e.g. Brie), or fresh (e.g. cottage cheese, cream cheese and fromage frais).

Computer Software Writer

A computer software writer designs programs to run on computers in the home or office. The market for computer software can be broken down into software for home and business use. The home sector comprises educational and entertainment software, including games and reference sources targeted at children. The business sector can be divided into systems software, which is designed for medium and large computer networks, and applications software, which is used mainly for PCs.

Convenience Store

Convenience stores offer a range of products, including fresh, packaged and frozen food, hot or chilled snacks, confectionery, household goods, magazines and newspapers, cards, flowers, cigarettes and possibly alcoholic drinks. It is vital that staple food items such as milk are stocked since these are likely to be the most popular emergency items demanded by consumers. Basic pharmaceutical products will also be popular. Many stores have expanded into video rental.

Clock and Watch Repair

Clock and watch repair comprises repair, restoration, and refurbishment, which in some instances may be so extensive as to be almost clock/watch making. It can cover a range of products from cheaper quartz watches to the most elaborate mechanical antique timepieces. With older models, restoration can involve making replacement parts, especially for more expensive clocks and watches. Such a venture could begin as a restoration business which also offers standard maintenance and a battery replacement service. Other services could be offered once the business is established, such as valuations and even insurance. Clock and watch repair is a professional trade and acquiring the necessary skills takes considerable time.

Clothing Manufacture

Clothing manufacturers can be divided broadly into two categories: those who are only manufacturers, and those who are involved in many more of the stages from design onwards, perhaps bringing out their own brand ('complete manufacturers'). The first kind of work (often called CMT, or cut, machine and trim) often involves making up garments for firms who have their own label, designs and specifications ready for manufacture (maker-up). Complete manufacturers are responsible for every stage of the manufacturing process from design to delivery, although sub-contractors may be employed.

Children's Day Nursery

A day nursery provides a structured and stimulating environment where babies and children can play and learn in safety. Year-round care on weekdays is generally offered. Most nurseries cater for a range of pre-school children, although some may specialize in a particular age group. Baby care oversees development in all areas, from complete dependence to potty training, walking and talking; pre-school care encourages toddlers to develop skills in preparation for infant school. Nurseries will emphasize educational activities such as pre-reading, writing and number skills.

Courier Service

A courier service collects and delivers time sensitive documents and packages by bicycle, motorcycle or van. Services can usually be divided into three areas: same or next day delivery, other guaranteed, or non-guaranteed. Same day

and next day delivery are increasingly the norm with deliveries often expected before 8.30am, loam or midday. The operator may offer a local service or deliver nationwide.

Classic Car Restoration

A classic car restoration workshop can carry out a wide range of processes to repair and restore cars considered to be classic. Classic cars constitute any car that is collectable and can include very modern cars. The business can be established in relatively small premises, and may be operated by as few as one or two mechanics. Complete restoration involves taking the car to pieces and carrying out renovations to its original specification. This can include manufacturing a new body frame, straightening metal panels, welding, reforming and machining new parts. Some restorers specialize by offering one particular skill or by restoring only certain makes of car. Most restorers offer general repair and maintenance services, in addition to restorations.

Contract Cleaning

A contract cleaning operation cleans commercial and industrial premises such as offices, shops, hospitals, schools. This will involve general cleaning such as emptying bins, washing floors, vacuuming and cleaning communal areas such as kitchens and bathrooms. It may also involve more specialist services such as telephone sterilizing, computer cleaning, carpet and upholstery cleaning, window cleaning or washroom maintenance (leg filling soap dispensers, changing linen). Other specialisms include graffiti removal and cleaning transport vehicles such as planes, trains and coaches. Contract cleaning firms may also supply individual cleaners for domestic premises. Staffs are usually employed part-time, and often work outside office hours, e.g. early mornings or evenings.

Desk Top Publishing

The Introduction of Desk Top Publishing (DTP) and, now, digital printing, has revolutionized the printing industry since its introduction. It has largely taken over from traditional typesetting and layout work, putting professional-looking printed material within the reach of many businesses. Even if businesses choose not to take on the cost (in time and finance) themselves, they may still use the services of a DTP bureau on a regular basis.

Dog Grooming Service

A dog grooming service offers clipping, trimming, shampooing and styling services, as well as dematting, nail clipping, teeth cleaning, ear care, stripping the coat by hand and parasite removal. The techniques used will vary from breed to breed. While all dogs require regular care and grooming, those most likely to use professional services are animals with longer coats or show dogs.

The frequency of visits will also be determined by breed. There will also be a seasonal element to trade, as animals with longer coats will need regular clipping in summer to avoid discomfort. The business may also sell associated products such as insecticides, vitamins, worming tablets, flea powders, accessories and cages.

Domestic Cleaning Agency

Running a cleaning agency involves heading a team of reliable, motivated individuals who are capable of successfully and efficiently carrying out the work required by clients. Cleaners may be employed on a full time basis by the business or it may operate as their agent, on a commission basis. Domestic services include cleaning, tidying, ironing and similar duties on a regular or one off basis. Customer requirements will vary widely so staff should have a range of skills. A sub-contract system could be offered for more specialist tasks such as carpet and upholstery cleaning. If staff are fully employed by the agency and contracted out to clients, remaining under agency control, the duties of an employer with regards to tax, etc will have to be undertaken.

Domestic Security Installation

A domestic security installation service supplies and installs security products (alarms, locks, security lighting and fire detection equipment) to residential properties. An installer will usually visit potential customers to assess their requirements and offer advice on the best system for them and the expected cost before installation. A no-obligation free survey and written quotation may be provided on request. A post-installation service, covering maintenance and repair, may be offered; many companies also offer regular inspection (usually annually) to ensure that the equipment remains in good working order. Some firms specialize in specific areas, while others offer a wide range of services, perhaps including manned guarding.

Driving School

A driving school consists of one or more driving instructors who are legally qualified or licensed to teach clients how to drive a car. The instructor's principal aim is to ensure that learner drivers are up to test standard and competent in driving skills, e.g. car control, road procedure and the development of a good attitude towards other road users. Additionally, some instructors will move into other areas of training when they have sufficient experience, e.g. the retraining of traffic offenders, refresher and advanced driving courses, courses for disabled drivers and defensive driving courses for company personnel (the fleet market). They may also be involved in lorry and bus training and the training or retraining of other driving instructors.

Electrical Contractor

Electrical contractors design and install electrical engineering services. Secondary activities include the repair and maintenance of electrical fixtures and fittings, domestic rewiring, fault finding, lighting design and any subsequent rectification. The inspection and testing of installations and

wiring for safety may also be carried out.

Employment Agency

Traditionally, an employment agency specialized in the recruitment of permanent workers while temping agencies handled temporary and contract workers. However, this distinction has become blurred over the years as many firms now provide a variety of human resource solutions, e.g. contract workers, temporary staffing, outsourcing, staff leasing and in home careers, although they still tend to concentrate on permanent placements. Complementary activities could include business consultancy and training.

Exhibition Organizer

The role of an exhibition organizer encompasses many tasks and begins well in advance of the exhibition itself. The starting point is finding a suitable theme or market, which will attract sufficient exhibitors and visitors. The organizer must carry out market research to discover whether there is sufficient demand. Once this has been investigated the work can be divided into three areas: marketing, sales and operations. Operations involve the arranging of a venue and liaising with contractors. The sales team sells exhibition space to exhibitors and organizes any sponsorship, while the marketing team promotes the event. An organizer will draw up a floor plan specifying the number, size and location of stands. These may be standard shell scheme stands, specifically commissioned by the organizer or supplied by the exhibitor.

Fast Food Outlet

Fast food outlets usually sell a variety of food such as hamburgers, chicken burgers, veggie burgers, coated fish products, French fries, kebabs, fried chicken, pizza, desserts, soft drinks and hot beverages such as tea and coffee. Breakfasts may also be sold as well as snacks e.g. sandwiches, pasties, crisps. Some outlets will only offer take away products, whilst others may have room for basic sit down facilities and some may offer a delivery service. They are often open long hours: outlets located near to bars, clubs, taxi ranks and other travel/leisure facilities will probably remain open longer at night. Some, depending on location, will open all night and all will be situated in areas with a large amount of passing trade. Many outlets will also open early in order to sell breakfasts.

Fly Tying

The art of fly tying is the manufacture of artificial fishing flies for use in game fishing, also known as fly fishing. The flies disguise hooks, hidden beneath the plumage, so that fish become hooked when they attempt to take the flies into their mouths. Artificial flies can be divided into two groups: wet flies and dry flies. These groups can be sub-divided again into hackled, winged, full feathered winged, hariwings, fully dressed, tubes and hackled winged flies. Each fly is made by hand using a variety of natural and man-made materials such as animal fur, hair and feathers, and is bound to the hook by threads,

flosses, wires and tinsels.

Florist Shop

A florist shop is primarily concerned with the sale of cut flowers, potted plants and dried and artificial flowers. Many florists also sell a range of plant care products, vases, ornaments, cards, and gifts available for delivery, such as soft toys and balloons. Most florists offer a telephone ordering and delivery service and are members of a national or international relay organization such as Interflora. The most skilled area of work involves the 'make-up' of bouquets, floral tributes and arrangements. A florist may also visit homes, hotels, churches and offices to decorate them for events, although interior landscaping is normally undertaken by specialist firms.

Floral and Plant Display (Interior Landscaping)

Specialist floral and plant display services (interior landscapers) install, maintain and renew displays of flowers and live or artificial plants in business premises, e.g. offices, hotels. Customers may buy plants from the landscaping company, or the company may be hired and a maintenance contract arranged for watering, feeding, general care and diagnosis of plant problems on the client's premises.

Freelance Writing

Freelance writers may be involved in news and features journalism, writing for specialist or technical publications, writing short stories for magazines, writing play/film scripts for radio and television, or writing books. With the increased use of short-term contracts and the loss of job security, it is increasingly likely that writers will need to freelance for at least part of their careers.

Freelance Fashion Designer

A freelance fashion designer will normally undertake only the design of the garments, and these designs will be sold on to be made up by another party. An independent designer will undertake the whole process: design, manufacture and sale to retailers or consumers.

Fitness Centre

A fitness centre is generally defined as a club run on a private basis providing facilities for weight training and exercise. Equipment provided ranges from simple weights to high-tech training machines. Refreshment facilities are often provided, possibly extending to social club type facilities including bar, catering, etc. Instruction will normally be available, ranging from aerobics' sessions and martial arts classes, to consultation on personal fitness programmes. Centers may also offer beauty treatments, a sauna or steam room, sun beds and/pr solarium, massage, even hairdressing and

aromatherapy or acupuncture.

Garden Centre

As well as plants, garden centers sell a range of gardening products, equipment and furniture. Products sold can vary from plant pots, compost, feed, fertilizers and chemicals, etc through to lawn mowers and electrical tools, fountains, greenhouses, barbecues, chairs and tables, and a landscape and/or design service may be provided. Other local businesses, such as installers of conservatories or pet shops, may want retail space within the outlet. Many centers feature a refreshment area or crèche to attract families.

Graphic Design Service

Graphic designers produce design work for a wide range of products, including labels and packaging, promotional material such as brochures, point of purchase material and advertisements, company reports, vehicle livery and business stationery. Graphic designers may also be involved in designing advertising campaigns for magazines, newspapers and television, and increasingly are in demand to provide designs for multimedia products such as CD-ROMs or websites. Clients may want a basic company logo which is then applied to a range of products providing a consistent framework for presenting text, illustrations, photographs and digital graphics, or one-off designs for specific purposes (e.g. a company report, a specific advertising campaign). Many graphic designers work on a freelance basis. Small companies tend to consist of a number of designers and a creative director.

Guest House

Guest houses provide accommodation and meals for tourists, business visitors and others seeking budget accommodation. Some guest houses are a subsidiary business run by farmers, restaurateurs, early retirees to make use of extra capacity in their homes/businesses and are often open only during the peak season. Most guest houses offer a choice of double, twin, single or family rooms with facilities such as television and tea/coffee making equipment. En-suite rooms are becoming standard. Some guest houses offer bed and breakfast only while others also offer an optional evening meal.

Hairdressing Service

Hairdressers offer a variety of services such as cutting, styling, perming or colouring. They may work from a salon or offer a mobile service, travelling to customers' homes or to nursing homes, hospitals etc: Salons or individual stylists, may specialize in working with male or female hair, or in niche markets which require specialist expertise, e.g. hair extensions or ethnic hairstyles. Many salons cater for weddings, which may require consultations with the bride and bridesmaids, fitting headpieces and possibly a home visit on the wedding

day. Some offer beauty services, e.g. ear piercing, manicures or sunbed facilities.

Handmade Toys

A small toy manufacturing operation may produce high quality toys for specialist markets using traditional craft methods. Toys may be produced using textile or clothing technology. Products might include soft toys, glove puppets, fabric dolls or dolls' clothes. Joinery and carving methods may be used to produce wooden toys. Products might include rocking horses, spinning tops, cars, lorries or trains, building blocks, wooden dolls, puppets, dolls' houses and furniture, children's furniture, instruments, skittles, puzzles and board games. Products could also be produced using simple metal or plastic processing methods, e.g. reproduction tin cars or trains, tin whistles, drums, etc.

Health Food Shop

Health food shops cater for vegetarians and vegans, special diets, users of dietary supplements and those who aim to eat healthily. Products can either be food or non-food, with natural foods and healthcare products as the main lines. Natural foods are those containing no added sugar, salt or additives. Typical products include vitamins, dietary supplements, herbal and homeopathic remedies, nuts, dried fruits, herbs and spices, ethnic foods, sports drinks and nutrition, eco-friendly homecare products, e.g. detergents, toiletries and cosmetics (not tested on animals), and books connected to a healthy lifestyle. Meat alternatives, organic produce, and convenience type foods may also be offered.

Herb Garden

As well as growing herbs for sale, a herb garden will offer a pleasant setting for visitors to browse and see the plants in a natural habitat. Customers can be provided with simple leaflets detailing the characteristics, origins and uses of the herbs. The garden itself can be enhanced through the use of fountains, ponds and other such features, although these should not present a danger to visitors. A small entrance fee may be charged for the garden. A retail outlet will allow visitors to purchase herbs (dried/pre-packed, cuttings, etc) and goods such as gardening and gift items (e.g. seeds and plant pots, gardening and recipe books featuring herbs, and other local tourist items). It may also be possible to offer refreshment facilities.

Ice Cream Manufacture and Retail

Ice cream manufacturers make and sell ice cream and other frozen dessert products, either as a large commercial concern or on a smaller, more local scale. The manufacturing process is a complex one. Manufacturers can choose to sell the finished product through a wholesaler, distribute the product to selected retailers or sell through their own retail outlets, e.g. cafes, vans or kiosks.

Independent Film Making

The market for independent production companies encompasses: feature films, short films, and broadcasting (documentaries, animation, etc). Each market is self-contained, though it is possible for an independent film producer to work in both. Independent production companies are usually small (often one person) operations which produce their own work with hired crews and oversee all stages of production.

Jewellery Maker

Jewellery makers are principally concerned with the creation of costume jewellery, real jewellery and similar gifts. Real jewellery pieces are fabricated from gold, silver or platinum. Fashion or costume jewellery is manufactured from nonprecious base metal, wood or leather, and is normally gilt or gold plated. The jewellery maker exercises personal control over the manufacturing process, using several different methods such as mounting and setting for pieces involving stones, and stamping and casting for inexpensive costume jewellery.

Kennels

Boarding facilities temporarily house pets while their owners are away or unable to care for them and offer a range of services from basic care to highly individualized treatment for each pet. Specialized kennels include hunting and racing kennels, breeding kennels, and those used by the police and armed services.

Light Removals

A light removals firm specializes in the transportation of household or office furniture from one location to another. The service is tailored to suit the customer's specific needs. A full packing service may require the business to pack all the effects the day before the move, leaving enough items to make the customer comfortable overnight. The firm will then store the belongings securely in the depot before returning the following morning to collect the remainder of the items. Alternatively, the removers can issue the customer with packing cases and wrapping materials for their own use and supply only a basic moving service. Additional services include van hire, house clearances. Many larger companies also offer containerized or conventional storage facilities.

Literary Agent

An agent will offer editorial guidance, submit the finished manuscript to a suitable publisher, negotiate the terms of sale and issue contracts in return for commission on the money the author makes from his/her work. Sometimes an agent will auction a manuscript and take bids from publishers. An agent will provide the publisher with a biography of the author, and will liaise with both author and publisher regarding editing and deadlines. The work of a literary

agent for scripts will differ slightly as they will not only sell projects but also get writers commissioned for TV series or films. An agent may also suggest marketing and publicity angles, and may be responsible for promotional activities. As well as selling the rights to a publisher, the agent will be responsible for selling other rights which may not be covered by the publishing contract, such as print serialization, TV/film rights, foreign sales and translation rights. Agents will also make sure that authors are paid and will review royalty statements.

Landscape Gardening

Landscape gardening combines garden design with horticultural and construction skills. Some landscape businesses concentrate solely on the design aspect, providing the client with complete drawings of the proposed garden together with details of suggested plants and features, although many firms also provide an additional gardening service. In the main, landscapers operate on either a commercial or domestic basis.

Livery Stable

A livery stable provides facilities for the care of horses or ponies which do not belong to the proprietor of the yard in return for payment and/or use of the animal. Different owners will have varying requirements, and the stable may offer several different livery services such as 'full', 'part', 'working', 'DIY', and 'grass'. 'Full livery' refers to complete care of the animal, including stabling, grazing, grooming, feeding, bedding and mucking-out. It may also include exercising the horse and preparing it for competitions or riding. 'Part livery' covers stabling and/or grazing, and sometimes feeding and bedding maintenance. In a 'working (or half) livery' arrangement, the yard cares for the horse in return for its use by the stable for riding or riding instruction. This type of agreement may also include some remuneration. 'DIY livery' refers to the provision by the yard of stabling and/or grazing, with the feeding or care of the animal carried out by the owner. Similarly, in a 'grass livery' arrangement the yard provides only grazing and shelter. In some cases the livery arrangement may include provision of training or breeding.

Local Radio Station

Local radio stations broadcast music, news, sport and a range of other programmes to a specific geographical area. Programmes are either produced in-house or bought in from outside production companies. A commercial radio station will also broadcast advertisements.

Magazine Publishing

Magazine publishing can be geared towards the consumer or business sectors and can effectively cover any subject area. Popular magazines in today's market focus on women's issues, television, sport, computers, general interest, teenage interests, motoring, current affairs and decorating. Prior to publication, it is important to consider the format the magazine will take, e.g.

the pagination, appearance, editorial content, cover price and frequency. It is commonplace for magazines to be distributed on a weekly, fortnightly, monthly or quarterly basis.

Mail Order

Mail order businesses provide goods to customers through the post and other delivery mechanisms. There are many variations on business structure; methods of advertising, delivery and payment; and product. Selling by mail involves advertising either directly through mailshots, or in the published media, for the product itself, or inviting the customer to send for a catalogue. The goods may be delivered by post or delivery firm. Payment may be before or after delivery, or on credit (the larger companies still use local agents to collect orders and payment). Aspects of the process can be subcontracted to other agencies, e.g. a specialist mailing house or a storage and delivery firm.

Market Research

A market research company is responsible for gathering and presenting information that relates to a social or marketing problem. There are two different types of research: ad hoc and the syndicated/multi-client report. The ad hoc approach is tailored to a client's needs while the syndicated/multi-client report is an off-the-peg solution that meets the needs of a wider client group or industry, although this is more applicable to larger research agencies. The ad hoc report is the more common of the two. The agency and client usually agree on a research proposal and cost prior to commencement of the study.

Market Stall

A stall can be run on several different kinds of market, for example indoor or outdoor markets, operated on either a daily, monthly, quarterly or occasional basis. Some markets may specialize in arts or crafts and are held in fields or car parks. Stallholders may be picked according to the kind of stock they possess and whether it fits in with the market as a whole. A rota of markets could be developed that will best suit the stallholder in terms of product and profitability.

Martial Arts Studio

A Martial Arts studio provides instruction in the Martial Arts and facilities for practicing the skills involved. There are five major types of martial arts: Chinese (Kung Fu), Japanese (Aikido, Karate, Ju Jitsu, Kendo, etc), Okinawan, Korean and other types of Thai boxing. The art of instruction itself is an implicit part of the martial arts. As students progress, they begin to take on instructional duties assisting the master in training new pupils. Martial arts incorporate their own grading systems, the highest grades achieving the status to be in charge of a martial arts class. In this way the martial arts have been handed down and developed across the centuries.

Mobile Take-Away

Mobile take-aways are similar to stationary take-away fast food outlets in the type of foods they provide, but are unique in that they can be easily transported to different locations. This is perceived as an advantage by such businesses because the location of a take-away is one of the most important factors to its success. Unlike stationary fast food trades, mobile outlets can capitalize on a wide range of passing customers.

Mobile Vehicle Repair Service

A mobile vehicle repair service will repair a customer's vehicle at their home or place of work. The majority of work will be the regular servicing and tuning of vehicles, e.g. checking the steering, brakes, spark plugs, oil, etc. Further services can include breakdown recovery, refitting accident-damaged vehicles and fitting car alarms and immobilizers.

Model Agency

A model agency will have a number of models on its books. It could specialize, for example in child or plus size models, in TV work, or could work with a broad range of male and female models. Models are usually managed by agents who will arrange castings, book work, liaise with clients and handle finances. The agent may discuss fees with the client, make travel arrangements for the model and update the model's cards.

Motorcycle Sales, Repair and Service

A main part of a motorcycle sales, repair and service outlet can be the sale of second-hand bikes. With careful buying in, profits can be maximized; mark ups can be set on the bikes which will then give control over discounts that can be offered. A profit will not be made if bikes are bought at the wrong price. Accessories can add substantially to profitability. These can include jackets, boots, jeans, helmets, gloves, waxing products, and even children's clothing. Add-on sales also include spares, and further services such as repair and insurance.

Music Management

Music management involves co-ordinating and managing individual artists, musicians or bands. Managers negotiate deals with record companies, publishers, agents, venues and promoters, as well as organizing tours and appearances. Managers' duties are extensive, and range from hiring booking agents, accountants and promoters on behalf of the band or performer, to managing fan clubs. A manager may also advise on a performance schedule or hiring band members or songwriters. Arranging live performances involve making sure the band plays at an appropriate venue, organizing the equipment, crew, travel arrangements, visas and work permits. The manager will attempt to secure a record and publishing deal for the artist, and if successful will negotiate artists' contracts with the record or publishing

company, dealing with promotions, videos, tours and marketing tactics to publicize the release of any albums. This allows the artist/band to concentrate on the creative side of the music; writing, recording and performing.

Outdoor Leisure Equipment Hire

The hiring out of equipment to be used in outdoor pursuits is often a profitable sideline to a retailing business, holiday centre, campsite, leisure or sports club, souvenir shop, etc.

The type of equipment available for hire depends largely on the location of the business, for example, cycles would fare better in small towns or villages with scenic countryside rather than urban areas. Similarly, climbing equipment requires hills or mountains. Canoes, small boats and surfing equipment depend on being close to suitable water. Outlets may specialize in one or two particular sports rather than trying to cater for all.

Outside Catering

An outside caterer will provide and deliver food and drinks to the customer's premises. This could involve supplying sandwiches and snacks for a business lunch or arranging a wedding reception for hundreds of people. Outside catering firms are often based in sandwich bars, coffee shops or restaurants where sandwiches or meals are also provided for in-house consumption. The food is prepared on the premises, and then kept at the correct temperature during delivery to the client's home or workplace so it is ready to eat when desired. For larger events the client will meet with the caterer to arrange menu details and price. Outside catering businesses usually offer several set menus of varying prices to suit different budgets. Alcohol, hot and cold drinks, crockery, cutlery, napkins and occasionally flowers and decorations should also be supplied.

Painter and Decorator

A painter and decorator provide interior and exterior decoration to industrial, commercial and domestic clients. Painters may also carry out additional work such as wall repair or preparation as required. Some may specialize in different kinds of decorating such as woodwork stripping and restoration, floor sanding and varnishing, restoring plaster work and fitting dado rails. Decorators will also carry out exterior work which includes window and door stripping, repainting and masonry painting.

Photographer

A professional photographer may operate in a wide range of areas including wedding and portrait photography, press coverage, advertising, newspaper and editorial work. A photographer may undertake a mixture of commissions or will specialize in one or two types of work.

Picture Framing

A picture framer mounts and frames canvas or paper artwork, fabrics, tapestries, photographs or even three dimensional products such as coins and mirrors although this is a highly specialist skill. Pictures, etc, may be provided by the framer or the customer. Frames may be hand-made or bought in from a wholesaler. Hand-made frames can be a selling point. Knowledge of the properties and requirements of the different materials is vital as mistakes can ruin expensive artwork.

Pizzeria and Pizza Delivery

Pizzerias serve a range of pizza, pasta and accompaniments to customers who either eat in a restaurant area, buy a meal to take out, or have a meal delivered to their home. Pizzerias often have a takeaway facility and offer delivery within a specified area. Outlets can be divided into three main types: large chains, local independent pizzeria restaurants and pizza delivery takeaways.

Plastics Collection/Recycling Service

A plastics collection/recycling service may operate in some or all areas of the waste management and recycling process - collecting, sorting, transporting, reprocessing and re-use of various types of plastic waste. Collection of household waste plastic could be via kerbside collection, where waste is collected from the domestic user, or 'bring' systems, where users take their waste to a central point and place it into skips which are serviced by specially-designed trucks.

Plumber

Plumbing services include the installation and repair of cold and hot water supply systems, central heating systems, showers, toilets, drains, washing machines etc. Most plumbers offer all of these services. The work involves consulting customers and suppliers, giving free quotes for potential customers in their homes and driving to jobs as well as actual hands-on plumbing work in homes or businesses.

Pony Trekking

A pony trekking centre provides horses and ponies for supervised rides and treks. Many trekking centers also provide facilities and accommodation for riding holidays, with several supervised rides a day. Most centers cater for a wide range of riding abilities, and the length of a trek can vary from around an hour to a whole day. Riding lessons may also be offered. Some centres allow riders to use their own horse or pony. Others offer the chance for younger riders to 'own' a pony for a week, with the child caring for the pony under supervision.

Pottery/Ceramics

A small pottery business may produce decorative tableware and gifts, e.g. mugs, pots, lamp bases, sculptures, ornaments and dinner service items. These could be produced by hand, using a mould or on a potters' wheel. Materials can range from bone china (the strongest and most expensive) and hard porcelain (ideal for oven-to-tableware due to its heat resistant nature) to earthenware and stoneware. Stoneware is more hard-wearing, less porous and more expensive than earthenware. Items are usually glazed to make them waterproof and more durable.

Private Music Tutor

A private music tutor offers individuals or groups tuition in the use of a musical instrument. They may also offer music theory, repertoire and aural training. A tutor may be a professional, ie having received recognized training or qualifications, or an amateur. The latter is usually self-taught, and offers lessons as a sideline rather than as a full-time profession. Lessons may take place in the home of the student or the tutor, depending on the instrument and the location. Students may own the instrument they wish to study, may hire it for initial lessons or may use an instrument belonging to the tutor.

Printing

The printing industry covers a number of sectors, including books, brochures and leaflets; advertising literature (the direct mail; catalogues); packaging; programmes, tickets and vouchers; security printing; periodicals; labels; stationery; newspapers; greetings cards; business forms; city and financial printing (e.g. share certificates); and diaries and calendars. While it is common for firms to specialize in one particular area, this requires high levels of investment and expertise. Therefore small businesses can offer a general service of short-run printing.

Restaurant

The three main types of restaurants are independents, chains and ethnic restaurants. In some restaurants the menu does not often vary, but depends upon a set list of favourite dishes. Many independent restaurants, however, use blackboards or hand-written menus to indicate that the meals on offer are changed regularly. The majority of restaurants provide a wide variety of drinks, for example wines, beers and spirits and soft drinks.

Record Shop

A record shop sells music singles and albums, usually on CD, cassette or vinyl. Many record shops also sell videos (sometimes just music related), DVDs, computer games, multimedia products and music related goods such as T-shirts, books, magazines, posters, record bags and concert tickets. Shops specializing in classical music may also sell sheet music and musical instruments. Independent record shops, limited by space and budget, tend to

specialize in one or two types of music (e.g. classical, India, dance). Shops specializing in dance music may concentrate on vinyl, as this is still the preferred format for DJs and many dance music enthusiasts; other types of shop may choose to stock no vinyl at all, concentrating on CDs and cassettes.

Residential Care Home

Residential care homes provide long-term care of the elderly in a secure, homely environment, similar to that which could be provided by a relative or close friend. Residents with mental or physical disabilities are more likely to be referred to a nursing home which will provide clinical care from qualified nursing staff at all times.

Road Haulage

A road haulage business transports goods by road to local, national or international destinations. A range of vehicles are used, from light commercial to articulated vehicles. For some operations the road haulers may use a tractor unit to pull the customer's trailer. A road haulage business may specialize in a particular type of vehicle (e.g. refrigerated vehicles, car transporters) or in the transportation of certain goods. Loading and unloading could be organized by the customer or may be the driver's responsibility, depending on the operation. Additional services such as packing, stock control, tracking, storage or warehousing may be offered.

Saddlery

A saddlery is a retail outlet selling saddles and related equipment. It usually sells a wide range of saddles, e.g. general purpose, dressage, showing, long distance, racing, polo and pony club saddles. Other goods sold include bridles, reins and martingales, stirrup irons, head collars, halters, bits and leather cleaning materials. Saddlery outlets will also sell clothing, feed and supplements and horse wormers. The outlet may also offer a fitting and repair service.

Second-Hand Office Equipment

A second-hand office equipment retailer supplies a range of furniture and equipment, including desks, chairs, filing cabinets, photocopiers, computers, faxes, printers, shredders, partitions, overhead projectors, white boards and screens. Complementary services include clearance and removal or relocation services, re-upholstery of furniture and the repair of electronic goods. Free delivery may also be offered. Goods can be bought from a variety of sources, including office clearances, auctions, liquidation sales or manufacturers. Some goods may need some restoration to become saleable. All equipment must be in working order, and must comply with the relevant health and safety legislation.

Shoe Repair

Shoe repairing can vary in scope, ranging from simple reconditioning tasks to making parts for very expensive shoes. It can include half or full sole replacement, heel replacement, the repair of back lining, and top piece repair. The independent skilled repairer should be able to undertake extensive repairs. A business could sell shoe accessories as a sideline, from shoe care products to insoles, shoelaces etc.

Sightseeing Boat Trips (Inland Waterways)

Sightseeing boat trips taking place on inland waterways may differ from coastal trips. The provision of a bar may help to supplement ticket sales. The services of a 'guide' may also be required if there are interesting and historic sights. Customers may also like to be able to buy a souvenir of their trip, and many operators carry a range of such goods. Many businesses offering boat trips also offer boats for hire (e.g. sailing or rowing boats, manned or unmanned). Many operators cater for company outings, e.g. entertaining prospective clients, rewarding employees, fund-raising events or simply a social trip out.

Small Builder

A small builder usually undertakes general repair and maintenance to properties. This will cover a wide range of areas on a small scale: roofing, plastering, flooring, joinery, electrical work, plumbing, bricklaying, tiling, glazing, guttering and painting and decorating. It is usual for a small builder to operate as a 'jack-of-all-trades', occasionally employing specialists with certain skills if necessary. For this reason, the jobs are likely to consist of various bits and pieces such as fixing a few slates as opposed to roof sheeting and cladding on a large scale.

Soft Drinks

The soft drinks market includes all non-alcoholic, cold drinks such as plain or flavoured, still or sparkling waters; fizzy flavoured drinks like cola and lemonade; and fruit juices and nectars. Some are sold ready to drink; others are sold as concentrates, like blackcurrant or orange. Cans for soft drinks need to go through a filling process before they are sold to the consumer. The filling process requires high standards of precision and hygiene. Cans go through a depalletiser where they are registered. They are then sent to a filling machine and are cleaned at high pressure. After being cleaned cans are sent through a covered filler and pass through a gassing system where they are filled with Carbon Dioxide gas. Juice drinks will be flash pasteurised by heating and cooling the syrup. After being sealed, cans are scanned for incorrectly filled ones. They are then packaged and passed to the retailer.

Soft Furnishings

A soft furnishings manufacturer makes curtains, drapes, window finishes, loose covers and associated products such as bedspreads, cushions,

pillowcases for a variety of different customers. They will advise clients on the benefits of various materials, depending on their requirements and the type of job being done. Occasionally they will be required to make recommendations regarding styles, materials and finishes. In addition to the manufacture of curtains, other services include: design, fitting, providing accessories such as tracks and poles, free measuring and estimates, cleaning, flame proofing and offering co-ordinating items such as wallpaper. Some businesses may also have a showroom to demonstrate examples of their work.

Specialist Tour Operator

A specialist tour operator organizes markets and sells specialist package holidays. The work involved includes combining transport, accommodation and transfers and may also include arranging insurance and excursions. A tour operator may specialize in a particular type of holiday such as golfing, skiing or wedding packages or in a particular destination. A specialist tour operator undertakes much of their work before a holiday can be sold to the public. It is important to look ahead, perhaps researching the market one or two years in advance. Resorts, hotels and countries will need to be investigated. Contracts will be negotiated with hotel owners, airlines, coach and shipping companies and brochures will be produced.

Taxi and Private Hire Services

Taxi and private hire services carry passengers safely and comfortably from one location to another. Depending on local licensing and regulations drivers can ply for trade in the street, from recognized taxi ranks or clients can pre-book a taxi. Bookings can be made via the telephone or from walk-in trade at an operating centre.

T-Shirt Printing

A T-shirt printing operation involves printing an image specified by the customer onto plain T-shirts, sweatshirts or vests. Images may be a design produced by the printer or customer, reproduction of a photograph or picture, a logo, or even text (copyright permitting). Production is likely to be carried out within the shop for the convenience of passing trade, although larger scale production may be based in a workshop. Items may be produced 'while you wait', or orders may be placed then delivered or collected at a later date. A T-shirt printing business may be run in conjunction with a print or copy shop or independently. Baseball caps, jackets, bags, buttons, ties, pens and printed mouse mats may also be stocked. Giftware and ornaments decorated from photos are popular, e.g. plates, mugs, coasters and jigsaw puzzles.

Tearoom

Traditionally a tearoom offered a limited range of drinks, with tea and, later, coffee as the main beverages on sale. The range of food tended to be limited to home baked cakes, biscuits and buns. Once a popular source of refreshment outside the home, tearooms are now a small part of the ever-changing fast food market and have had to adapt to changes in consumer tastes. Tearooms

will also need to offer a range of soft drinks, as these are preferred by younger age groups.

Textile Manufacture

Textile production covers many different processes. Fabrics can be produced from yarns supplied by another firm or textiles can be sold to the public via warehouses, but usually fabric producers sell to manufacturers who use textiles in their products. This market encompasses international conglomerates, chemical companies, mills, dyers, finishers, etc. Textiles are used in apparel, furnishings, safety wear, medical applications, canvasses, industrial filters and shields, etc. Increasingly, advanced technology is being used to minimize waste and production costs and extract maximum performance from the textiles. However, this requires substantial investment that new firms may find prohibitive.

Translating Service

Translating is a very specific, specialized business opportunity. It requires a high level of education and experience, sometimes coupled with specialist knowledge of a particular field. Translation work can be divided into four main areas'. (i) technical, scientific, legal and other specialized translating; (ii) commercial; (iii) conference; (iv) literary translations (which includes novels, plays and poems). Commercial work mainly involves business texts, letters and correspondence for firms involved in imports or exports. Conference translators carry out translations of the papers used in conferences by large international bodies.

Video Production Company

Video production company services range from filming celebration videos to producing promotional or training videos. They may also put together creative or factual videos for broadcast. The use of professional format video has grown because it is more versatile. It is used by filmmakers and is widely accepted for television. A small company will probably concentrate on corporate or private films, rather than films for mass distribution or broadcast.

Waste Collection

A waste collection business will collect waste from producers and deliver it to disposal contractors (there may however be restrictions on products such as asbestos, which is considered a high risk to health). This may be at a transfer station, from which waste may then be disposed of at a landfill site. Collection can be from households or businesses, either on a regular basis or on request. The waste can be of a general or specialist type. Specialist waste collectors may be involved in waste disposal. Related business activities may include site clearance, house clearance, and skip hire.

Window Cleaning

In addition to cleaning the windows of domestic and/or commercial properties a window cleaner may undertake additional tasks such as unblocking gutters or drains, fixing roof tiles or re-adjusting TV aerials. Small, single-operator window cleaning businesses tend to concentrate on domestic customers, and local commercial premises like small shops. Larger window cleaning contracting businesses usually cater for the commercial end of the market.

Word Processing Service

A word processing service specializes in the production of documents, e.g. CVs, reports, dissertations and theses, business plans and reports. This material will be word processed in the desired format from hand-written copy, previously typed drafts, shorthand or dictated notes, or from cassette by an audio typist. The finished product will be spell checked and proof-read before being laser printed, or supplied to the customer on disk or by e-mail. Most businesses offering word processing also offer a range of related services. These may include laminating and binding, label and envelope printing, proof-reading, CD writing, and copyediting. Desktop Publishing (DTP) services may be offered, with the company producing leaflets, brochures, newsletters and other business literature. Collection and delivery may be offered. The business may offer a CV consultation service, as many job applicants are unfamiliar with presentation and design requirements. Word processing businesses may supply additional secretarial services, including handling telephone enquiries, arranging appointments and general administration work.