



## TCF GLOBAL NEWS UPDATE - NOVEMBER 2016



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### How to start your own fabric store

If you enjoy crafts, such as sewing and quilting, and feel there is a need for more choices of fabric in your local area, you might start your own fabric shop. You can offer your customers the choice to purchase fabric in store or by setting up an e-commerce website for them to shop at anytime. To read more - [contact us](#).



### Five ways to get mall shoppers into your store

Rumors of the mall's demise have been greatly exaggerated. In fact, a recent study shows shoppers are spending more time at the mall than they have in years — not only to shop, but also for entertainment, dining out and socializing. Sure, we're about to enter the time of year when mall traffic is heaviest — back-to-school season and the winter holidays — but malls are enjoying consistent, solid traffic all year long. How can you take advantage of that traffic and attract more shoppers to your store? Here's what you need to know. To read the tips - [contact us](#).



### Welcome to our new TCF Members - Tropice La Mode, Margaret Talbi; The Textile Institute Southern Australia (TISA), Mike Clifford;

Join TCF non-profit community organisation - receive buying mission opportunities, supply chain linkages, free training vouchers, access to fashion business mentoring for your business; Bronze, Silver & Gold Levels available. [www.tcfglobal.com/membership](http://www.tcfglobal.com/membership)



### Successful entrepreneurs share their best small business advice

The best small business advice comes from your peers. Here are the best tried-and-tested approaches from successful Australian entrepreneurs. "Customer experience is the key to successful marketing. If a customer is happy, they will tell people. Is a customer is unhappy, they will tell people. Have your story told in a positive light." Like the full article? [Contact us](#)



### 43% of Cyber Attacks Target Small Business

Cybercrime is on the rise, and small businesses are increasingly becoming the target of hackers. Every business, big or small, needs to have multiple layers of protection in order to effectively safeguard them from these threats. When was the last time you checked your I.T. systems for any vulnerabilities? [Contact Qbit](#) to claim your free I.T. Health Check.



### Twenty right and wrong reasons to start your own business

There are a myriad of reasons that motivate new entrepreneurs to pursue their dreams of launching a profitable company. Some reasons are better than others and, truthfully, some reasons are downright bad. Before making a decision that is difficult to undo, it's important to ask yourself the difficult questions and go through your underlying motivations for starting a business before making the leap. In doing so, you can protect yourself from unnecessary risk and you may just confirm to yourself why you should definitely become an entrepreneur. Like to read the detailed article? [Contact us](#).

### Why teaching kids financial skills is important

In a time of credit cards, internet banking and online shopping, children don't often see people buying products with physical money like notes and coins. This makes it harder for kids to get their heads around what things cost. They might see this invisible money as an abstract and unlimited resource rather than real money coming in and out of their family's bank accounts. To read the ASIC article - [contact us](#).



### The top reasons why most business fail (according to their founders)

Most businesses, especially start-ups that raise outside funding, are started with a great idea. They set out to solve a clear problem in a well-defined market, and they have a team of industry-experts that are ready to build their new solution. The founders are passionate, motivated, and committed to seeing through their vision. It's not for lack of wanting to succeed, that most businesses fail. The most common reason (over 42%) that failed business owners cite as the biggest contributor to their ultimate demise, is a lack of market demand for their product or service. To read more - [contact us](#).



### Twelve steps to improve your retail sales

Successful retailers aren't any more talented or intelligent than you are. They simply have learned to do things in a different way and make money in the process. To read the 12 steps in this article to improve your retail sales (you'll simplify your efforts, multiply profits, and increase the odds of success)....[contact us](#).



### Body language tips to boost your confidence

Feeling like your confidence could use a boost? Don't stress about it; we all feel anxious and less than fully confident from time to time. When we're in that situation, what we really need to get ourselves moving again with confidence is actually to do just that - to change the way our bodies are moving. To read the five body-language tricks to make you feel instantly more confident - [contact us](#).



### Bill Gates, Warren Buffett, and Oprah Winfrey - All Use the 5-Hour Rule

Just as we have minimum recommended dosages of vitamins and steps per day and of aerobic exercise for leading a healthy life physically, we should be more rigorous about how we as an information society think about the minimum doses of deliberate learning for leading a healthy life economically.

To read about the 'Five Hour Rule' - [contact us](#).



### Six powerful sales acceleration tips

Statistics and surveys show that customer experience is the main source of competition among businesses these days and customers are more demanding than ever when it comes to their experience with a company. These demands often go beyond the offerings of just customer service and have asked more and more of account managers, the main lines of communication between a client and a business. To read these sales tips - [contact us](#).



### Millennials start own businesses in wake of shaky job market

Millennials, who will make up 75% of the world's workforce by 2025, are increasingly breaking away from traditional employment and instead looking to work for themselves. A survey found that 66 % of respondents want to start their own business. The number of students studying law at university has outgrown the number of jobs available by a third. "So what's the other third going to do? Many of those will go out and start their own business". To learn about a successful example - [contact us](#).



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\*\* Special Offer to TCF Members – two webinars for the price of one during November save \$30 –

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