

MySmallBusiness



OVERVIEW

CONTENT

Entrepreneur

Showcases some of Australia's top Entrepreneur's and explores the secrets to their success.



Franchising

This section provides advice on finances, marketing, operational processes involved with franchising a business as well as the latest franchise business news in Australia.



Trends

Learn about the latest business trends in HR, sales & marketing, management and business law.

Marketing

News, tips & advice on marketing for small businesses. Covers campaign marketing, internet & online marketing, direct marketing & much more.

Start up, Growing & Managing

Tips & expert advice on how to start, grow and manage a small business in Australia.

EDITORIAL TEAM

Cara Waters
Editor

Cara Waters is a Melbourne-based journalist specialising in small to medium enterprise. Cara has previously lead the editorial team SmartCompany and worked for the Financial Times in London, on the website FTAdviser and for the Sunday Times in London. She also write a food blog called Gourmet-Chick. .



Bhakthi Puvanenthiran
Acting Editor



Bhakthi is a passionate journalist who has worked across a range of topics including arts, entertainment and general. She brings digital nous to My Small Business and is always looking for fresh ideas and success stories for the section. Previously Bhakthi has worked for ABC Radio and Penguin Books

Tony Featherstone



Tony is a former managing editor of *BRW* and *Shares* magazines. He is a specialist writer on small companies and entrepreneurs for *The Age* online, *The Australian Financial Review* and *BRW*. Tony writes 'The Venture'; Fairfax's Small Business blog looking at the human side of entrepreneurship and business failure, a topic poorly understood in this country.

Alexandra Caine

Alexandra is a specialist small business and entrepreneurship writer and Editor of *MySmallBusiness*, having written extensively and authored books on these topics for more than a decade. She is a sought-after commentator about small business on radio and television. As a small business owner herself, Ali understands the issues, pressures and of course the opportunities facing smaller enterprises.



James Adonis



James is one of Australia's best-known people-management thinkers and is passionate about employee engagement. He is the co-founder and managing director of Team Leaders, a company dedicated to developing the best front-line managers. James writes 'Work in Progress'; Fairfax's Small Business blog tackling the latest issues and innovations surrounding workplace cultures and trends.

FURTHER INFORMATION

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