



DON'T BURN THE HOT DOGS

Our book introduces the entrepreneur to some basic business and economics concepts; Six Sigma methodologies and tools; addresses the business plan creation; and then discusses other factors that affect the success or failure of a business. The process of cooking hot dogs at a concession stand is used to demonstrate the application Six Sigma concepts, tools and methodologies.

- I. Introduction
 - Elements for Success, Introduction to Business Planning and Six Sigma
- II. The Reality of Revenue
 - Business Basics and Economic Concepts
- III. Six Sigma Lingo and Definitions
 - Continuous Improvement, Lean, Variability, and Quality terms
- IV. The Six Sigma Analytical Tool Box
 - Brainstorming, Benchmarking, Problem Solving and Process Definition Tools
- V. The Business Plan
 - Identify and create the business plan sections and define success
- VI. Risk Management
 - Risk Management, Cost of Poor Quality and Mitigating Threats
- VII. Avoiding Common Pitfalls
 - Top Reasons Small Businesses Failure
 - Understanding Your Value Stream
- VIII. The Human Factor
 - Employee Satisfaction and Turnover
 - Trust, Respect & Personal Relationships
- IX. Marketing and Market Analysis
 - Marketing, Technology, Branding & Market Analysis
- X. Accounting for Small Business (added in 2nd edition)
 - Accounting Basics
 - Business Entity Types
- XI. Final Review
 - Final Review
 - The Hot Dog Solution
 - No Such Thing as Luck