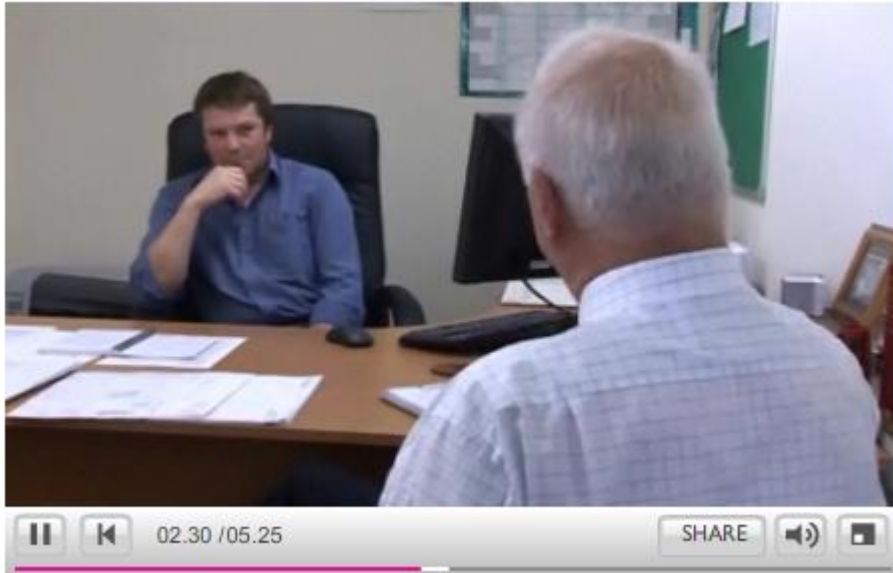


## Three new businesses struggle through the financial storm



View video clip:

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### Questions

#### **Business 1: KeaTek**

What is the new niche business line for Keatek?

According to the adviser, what marketing solution does Keatek need?

#### **Business 2: David Dignan Technical Services**

What has happened to David Dignan's sales order book recently?

How did David Dignan develop his business in the early days?

#### **Business 3: Equus Riding School**

How much does the school have outstanding on its existing bank loan?

Why might the bank be reluctant to provide an additional loan for the indoor riding school?

The riding school is described as a lifestyle business – what does this mean?