

“Direct to Success: Technology Is The Great Entrepreneurial Enabler”

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(NAPSA)—Small businesses account for 99 percent of all businesses, employ more than half of the American workforce, and create two-thirds of the net new jobs. And greater use of technology has enabled thousands of small businesses to take advantage of market opportunities previously unavailable.



Often operating on tight budgets and slim margins, many small enterprises are increasingly and

creatively incorporating easy-to-use yet powerful technologies, such as mobile computing and enterprise solutions, into their operations.

But what is less publicized are the many resources that are available to current and prospective small business owners to aid them in running their business and incorporating more affordable, innovative technology into their operations.

A key financial benefit for small business owners is, unfortunately, a limited time offer. Included in the most recent tax legislation is a provision allowing accelerated depreciation of capital investments made before December 31, 2004. In plain English, on a \$1,000 expenditure, your net outlay is \$760, versus \$920 without the new provision. But it is important to remember that this provision only applies to equipment purchases made through December 31, 2004.

Yet the tax provision is not the only financial support available. Small business owners are often

unaware of the financing and leasing options that suppliers offer when purchasing their products. Leasing is ideal for small businesses that need new computers now but can't afford to purchase them all at once.

For example, Dell's "Quick-Lease" program allows small businesses to purchase Dell equipment with no money down, a variety of monthly payment options, and the option to purchase your leased equipment for a dollar at the end of the lease term.

Entrepreneurs also need the technical know-how to ensure their investment pays off. The U.S. Small Business Administration (SBA) was established for the sole purpose of helping entrepreneurs be successful.

There are Small Business Development Centers (SBDC) in every state that offer free, one-stop assistance to entrepreneurs, including training, technical assistance, counseling, and marketing and financial guidance.

Finally, one of the best resources for small businesses is market forces. In the past few years, many companies have begun to develop product lines and services specifically geared toward small businesses. As more of these products and services come to market, the prices will continue to drop and more state-of-the-art technology will be more affordable for more entrepreneurs.

Now is one of the best times in recent history for entrepreneurs to either start or expand their small businesses. With increased depreciation allowances, financing and leasing options, and affordable, high-quality educational resources, small business owners have immense opportunities for success.