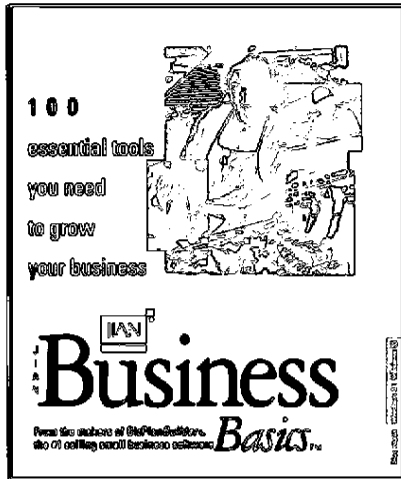


From the makers of the
#1 selling business plan
software, BizPlanBuilder®

—Source PC Data 1996

JIAN BusinessBasics™

OVER 100 ESSENTIAL TOOLS YOU NEED TO GROW YOUR BUSINESS



HIGHLIGHTS

- Provides over 100 of the most essential business documents, agreements, spreadsheets, checklists, forms, and templates to run any business
- Easy-to-use; works with your existing word processor and spreadsheet programs
- Documents can be used "as is" or can be edited and customized for any business
- Includes tips, "how-tos," and guidance from expert sources, including legal, accounting, and marketing professionals
- Handy desktop directory of all documents included

EXPERT RESOURCES AT YOUR FINGERTIPS

If you ask business owners what they need most, they'll tell you more time, more money, and more resources. They want professional business expertise and proven tools they can use quickly and easily to accomplish important day-to-day projects and tasks.

POWERFUL SOFTWARE FOR ESTABLISHED BUSINESSES AS WELL AS START-UPS

JIAN BusinessBasics includes over 100 time-saving letters, documents, agreements, spreadsheets, checklists, forms, and templates in the four areas business owners need the most help:

- Sales & Marketing
- Finance & Accounting
- Management & Operations
- Hiring & Personnel

A handy desktop directory provides a brief description of all documents and where they

WHAT'S INCLUDED

Sales & Marketing

- Competitive Analysis
- Company Positioning Worksheet
- Dealer Resale Agreement
- Direct Mail Analysis
- Distribution Agreement
- Launch Schedule and Budget
- New Product or Service Development Checklist
- On-Line Marketing Plan
- Product Positioning Worksheet

- PR Planning Worksheet
- Press Release - Event
- Press Release - New Product
- Press Release - New Service
- Retail Merchandising Budget
- Sales and Marketing Budget
- Sales Rep Tracking Report
- Telesales Scripts - In-Bound, Out-Bound and Voice Mail
- Trade Show Checklist
- Travel Worksheet
- ...and more

Finance & Accounting

- Accounts Payable Aging Report
- Accounts Receivable Aging Report
- Application for Business Credit
- Balance Sheet
- Break-Even Analysis
- Business Credit Evaluation Table
- Cash Flow Statement
- Cash Receipts Procedures
- Check and Credit Card Acceptance Procedures
- Income Statement

- Company Operating Budget
- Credit References
- Departmental Operating Budget
- Financial Statement Analysis
- Financial Ratio Analysis - Historical and Projected
- Loan Request Summary Letter
- Personal Financial Statement
- 3 Yr. Financial Comparison
- 65 Ways to Finance Your Business
- ...and more

can be found. Although a rich collection, JIAN BusinessBasics is priced to be affordable for any business — large or small.

Whether Windows 3.1, Windows® 95, or Macintosh users, this software is easy to use. No new application to learn. JIAN BusinessBasics works with your existing word processor and spreadsheet software.

PROVEN TOOLS TAKE THE GUESSWORK OUT OF DOING BUSINESS

Launching a new product or service? Need vendor contracts or employment applications? Want to put together a cashflow statement or an operating budget? Now there's no need to start from scratch or hire an expensive accountant, attorney, or consultant. All documents can be used "as is" or can be quickly and easily customized for *any* business. Yet the cost of the entire collection is less than what typical consultants charge for a single hour of their time.™

Hiring & Personnel

- Application for Employment
- Attendance Record
- Background Research Release
- Consulting Agreement
- Employer Survival Guide
- Employment Agreement
- Independent Contractor Agreement
- New Employee Orientation
- Non-Disclosure Agreement

- Offer Letter for Employment
- Performance Evaluation
- Rejection Letter for Applicant
- Sales Representative Agreement
- Severance Agreement
- Space Requirements Calculator
- Termination Letter
- ...and more

Management & Operations

- Articles of Incorporation
- Billing Worksheet for Clients
- Commercial Lease & Sublease
- Disaster Recovery Plan
- Equipment Lease
- Executive Summary for Business Plan
- General Partnership Agreement
- Incident/Accident Report
- Invoice Template
- Loss/Theft Report

- Planning Your Business
- Purchase Order
- Shipping Department Security
- Starting Your Business Checklist
- Telephone Inquiry Record
- Trademark Application - Product
- Trademark Application - Service
- Trademark Record
- ...and more

JIAN BusinessBasics™

WHO USES IT

- Business Owners
- Entrepreneurs
- Self-Employed
- Marketing Managers
- Department Managers
- Product Managers

SYSTEM REQUIREMENTS

- Windows® 95 / 3.1 running on any 386 PC or higher with 4MB RAM, 6MB Disk Space
Microsoft Mouse or compatible pointing device (recommended)
- Macintosh running System 6.0 or later; 4MB RAM, 6MB Disk
- CD-ROM Drive (Provided on 3.5" diskettes upon request)

PRODUCT COMPATIBILITY

- Works with most Windows & Macintosh word processing programs
Microsoft Word, WordPerfect, ClarisWorks, Microsoft Works, Ami Pro, Professional Write, MacWriteII, MacWrite Pro, WriteNow, Lotus WordPro 96
- Works with most Windows & Macintosh spreadsheet programs
Microsoft Excel, Lotus 1-2-3, Microsoft Works, ClarisWorks, Quattro Pro

SERVICE & SUPPORT

- As a registered JIAN BusinessBasics user, expert technical support is FREE. You can also visit JIAN's website at www.jianusa.com to download product updates, request technical support, obtain other product information and locate local business experts.



CONSULTANTS, ATTORNEYS, ACCOUNTANTS IN YOUR AREA

We've built a network of business experts who are eager to help you when you need it. They can review your work, make suggestions, handle unique situations and provide extra support. On our website you can search by expertise and location, then e-mail or jump straight to their website. They're in your area and you can contact them directly.



ONGOING UPDATE SERVICE KEEPS YOU CURRENT

Things change, laws change, the world changes — new ideas come along all the time. When you register, you can access our website to get updates and changes, like new and improved spreadsheets and documents.

HALF A MILLION SMALL BUSINESSES, 300 OF THE FORTUNE 500 COMPANIES, AND HUNDREDS OF COLLEGES AND UNIVERSITIES USE OUR SOFTWARE

The word Jian (jee' on) means the master of *every* art — what it takes to run a successful business today. JIAN is a contemporary American software publisher. For nearly 10 years, we've specialized in developing time-saving software tools for important business projects. We've researched a variety of sources to gain valuable knowledge and the best practices to develop software for building a business quickly and efficiently. We commissioned CPAs, consultants, attorneys, and other experts to help us develop our content. Then, together, we engineered their materials, insights, and experience into tools you can use to build your business. You'll benefit from what we've learned from the feedback and suggestions of thousands of successful users throughout the years.

Other titles include:

- AgreementBuilder™
- BizPlanBuilder®
- EmployeeManualMaker™
- LivingTrustBuilder®
- LoanBuilder™
- MarketingBuilder™
- PublicityBuilder™
- SafetyPlanBuilder®



Powerful Software
to Build Your Business™

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