



The Ideal Business

As identified by the managers and employees of Paine Webber.

The **Ideal Business** sells the world rather than a single neighborhood or even a single city or single state. In other words, it has an unlimited global market.

The **Ideal Business** offers a product which enjoys an inelastic demand. Inelastic refers to a product that people need or desire almost at any price.

The **Ideal Business** markets a product that cannot be easily copied. This means that the product is an original or, at least, it is something that can be copyrighted or patented.

The **Ideal Business** has minimal labor requirements. The fewer personnel, the better.

The **Ideal Business** operates on a low overhead. It does not need an expensive location. It does not need large amounts of electricity, or advertising, or legal advice, or high-priced employees, or a large inventory.

The **Ideal Business** does not require big cash outlays or major investments in equipment or product. In other words, it does not tie up your capital.

The **Ideal Business** enjoys cash billing. In other words, it does not tie up your capital with lengthy or complex credit terms.

The **Ideal Business** is relatively free of all kinds of government regulations or structures.

The **Ideal Business** is portable or easily moveable. This means you can take your business and yourself anywhere you want to.

The **Ideal Business** satisfies your intellectual needs. There is nothing like being fascinated with what you do.

The **Ideal Business** leaves you with free time. In other words, it doesn't require your labor and attention 12, 16, or 18 hours a day.

The **Ideal Business** is one in which your income is not limited by your personal output. In the Ideal Business, you can sell to 10,000 customers as easily as you can one.