

# THE IDEAL BUSINESS DEFINED

**Paine Webber** is a major American financial company. Investment advisors say that if a business has a few of these twelve points, it is a good business to be in. **Nikken** is a global wellness corporation which introduces breakthrough technologies in health, fitness and lifestyle. Nikken has *all* the elements of The Ideal Business as described by Paine Webber. *This list is found in the Paine Webber Planner used by their employees.*

1. **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.
2. 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.)
3. 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.
4. The Ideal Business has **minimal labor requirements**. The fewer personnel, the better.
5. 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.
6. 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.
7. The Ideal Business enjoys **cash billing**. In other words, it does not tie up your capital with lengthy or complex credit terms.
8. The Ideal Business is relatively **free of all kinds of government regulations** or strictures.
9. The Ideal Business is **portable or easily moveable**. This means you can take your business and yourself anywhere you want to.
10. The Ideal Business **satisfies your intellectual needs**. There is nothing like being fascinated with what you do.
11. 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.
12. The Ideal Business is one in which **your income is not limited by your personal output ( Leverage ! )**. In the Ideal-Business, you can sell to 10,000 customers as easily as you can one.

***We invite you to fully Discover the Ideal Business – Nikken!***