

Business Law Newsletter



Professional Contract Drafting for Business



Summer-'24 Edition

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Editorial

As this edition goes to print, the outcome of the General Election is predicted to be a large Labour majority. Polls do get it wrong, so we'll see if it's a Conservative wipe-out that polls indicate.

And whatever happens, all SME owners' and managers' eyes and ears will be fully focussed on what changes will be made by the incoming Government that will affect their business.

Since our Spring Edition, we have added much useful content to our website, which is profiled in this Newsletter.

I hope you find these new pages of use. We are constantly adding features and guides to our [Business Essentials](#) page, so please stay tuned.

To recap: our mission at Contracts-Direct is to provide SMEs with a cost effective way of getting their commercial contracts and documents prepared.

We have helped many businesses in a wide variety of sectors across country, so let us help your too: please [contact us](#) to see how we can help.



If you are heading for a holiday this Summer, I hope you can relax and refresh for the Autumn ahead and if you are unable to have a break for any reason, then I hope you can at least take a bit of time for yourself to re-charge your batteries at weekends.

Jeremy Cama, Editor

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Contracts-Direct Business Essentials selected updates:

B2C E-Commerce- **essentials for consumer E-commerce marketing**

B2B E-Commerce- **essentials for business to business E-commerce marketing**

Software Development- **what is it and the key elements in a development agreement**

Software licensing- **key elements of software licensing and checklist**

AI toolkit- **understanding artificial intelligence in the workplace and dealing with issues it raises**

Website compliance requirements- **what needs to be disclosed on business websites**

Powers of Attorney in commercial deals- **their uses, types, how they are formed and revoked**

Digital vs Electronic signatures- **and their use on commercial contracts**

Thinking of terminating a contract- **what steps to take if termination is on your mind**

Cross-options- **what are they and why are they important for business continuity?**

Company share class rights- **guide to the creation of different share classes**

Forming a limited company- **the essential requirements for setting-up a limited company**

Keys to business entities- **looking at the main business vehicles**

Private company share buyback and reduction of share capital- **a series of articles on these key topics**

Pre-contract discussions- their importance- **what can and cannot be used to interpret a contract**

Contracting on another's standard ts&cs (B2B)- **what to do to get your requirements included**

Incorporating standard terms and conditions- **how to ensure your ts&cs are included in a contract**

Commercial Fraud- **what is it and what actions can be taken when it happens?**

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Business Tips for Summer

Business Tips for UK SMEs this Summer:

1. Embrace Digital Transformation

- **Update Technology:** Invest in the latest software and tools to streamline operations.
- **Enhance Online Presence:** Optimise your website and engage on social media platforms to reach a wider audience.
- **Adopt E-commerce:** If not already done, set up an online presence to tap into the online selling experience .

2. Focus on Customer Experience

- **Personalise Services:** Use customer data to offer personalised recommendations and services.
- **Gather Feedback:** Implement systems to collect and act on customer feedback to improve your offerings.
- **Enhance Support:** Ensure customer service is responsive and effective, leveraging chatbots and 24/7 support where feasible.

3. Sustainable Practices

- **Reduce Waste:** Implement recycling programs and reduce single-use plastics in your operations.
- **Energy Efficiency:** Invest in energy-efficient appliances and consider renewable energy sources.
- **Green Marketing:** Highlight your sustainability efforts in marketing campaigns to attract environmentally conscious consumers.

4. Financial Management

- **Cash Flow Monitoring:** Regularly review your cash flow statements to avoid any surprises.
- **Seek Grants and Funding:** Explore available government grants and funding opportunities for SMEs.
- **Cost Control:** Identify areas where you can cut costs without compromising on quality or service.

5. Workforce Management

- **Flexible Working:** Offer flexible working arrangements to boost employee satisfaction and retention.

- **Training and Development:** Invest in training programs to upskill your workforce and improve productivity.
- **Health and Well-being:** Prioritise the health and well-being of your employees with wellness programs and support.

6. Marketing Strategies

- **Seasonal Promotions:** Launch summer-themed promotions and discounts to attract customers.
- **Content Marketing:** Create valuable content that resonates with your audience, such as blogs, videos, and infographics.
- **Local SEO:** Optimise your online presence for local search to attract nearby customers.

7. Networking and Collaboration

- **Local Partnerships:** Partner with other local businesses for cross-promotional opportunities.
- **Industry Events:** Attend industry conferences and trade shows to network and stay updated on trends.
- **Online Communities:** Engage in online business communities and forums to share knowledge and resources.

8. Risk Management

- **Insurance Coverage:** Review your insurance policies to ensure adequate coverage for your business needs.
- **Data Security:** Implement robust cybersecurity measures to protect your business from cyber threats.
- **Contingency Planning:** Develop contingency plans for potential disruptions, such as supply chain issues or natural disasters.

9. Innovation and Adaptability

- **Market Trends:** Stay informed about market trends and be ready to adapt your business strategy accordingly.
- **Product Development:** Innovate your product offerings based on customer demand and feedback.
- **Agile Operations:** Implement agile methodologies to respond quickly to changes in the business environment.

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Publisher's Notice

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Note: This publication does not necessarily deal with every important topic nor cover every aspect of the topics with which it deals. It is not designed to provide legal or other advice. The information contained in this document is intended to be for informational purposes and general interest only.

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