

# Better Business Plan

## Dear Tim:

I was a big fan of Skybus. With the low fares, direct flights, fun attitude, quick turnarounds and opportune destinations, I couldn't see flying any other airline. Heck, I planned my trips and vacations around Skybus destinations. In the time I flew with them, I never recall any empty seat on any flight. And yet they still couldn't stay in business for even a year. I've always thought about starting my own business, but when homegrown businesses like this fail, it makes me think again. You're a businessman. Why is it so hard?

-Flyer on Farlington

## Dear Flyer:

I don't think it's that hard. Hard work? Yes. Gutsy? Maybe. But not hard. You need a good idea, a lot of determination and a little luck. Seems like Skybus had the first, a little of the second and none of the third. Not a recipe for success. We've been fortunate to have all



## DEAR TIM

three. I'm sure you could, too. And if you're looking for another winning recipe, check out our next two weeks' worth of take-home meals at [huffmansmarket.com](http://huffmansmarket.com).

## Dear Tim:

Looks like spring weather is finally here, which means it's time to get back into shorts and T-shirts shape. I've started my morning walks. What have you got to help my diet?

-Slimming on Sudbury

## Dear Slimming:

How about some of the farm-fresh produce from aisle 1? We're getting great new items in every day, so stop in. And if you put us on your walking route in the morning and carry your bags home, you can say you're doing weight training, too.

## Dear Tim:

Saw your get-up at the April Fools breakfast (great pancakes, by the way). I was wondering, was that a fashion statement or a political statement?

-Stylist on Stinson

## Dear Stylist:

Neither. If anything it was a cry for help. I have to say, though, it was nice to have a full head of hair that day. Thanks to you and all our customers for coming. It's been 55 fantastic years.

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*Dear Tim is presented as a public service by Tim Huffman, owner of Huffman's Market. Write to him in care of Huffman's Market, 2140 Tremont Center, Upper Arlington, Ohio, 43221, stop by and say hi, or visit [www.huffmansmarket.com](http://www.huffmansmarket.com).*