

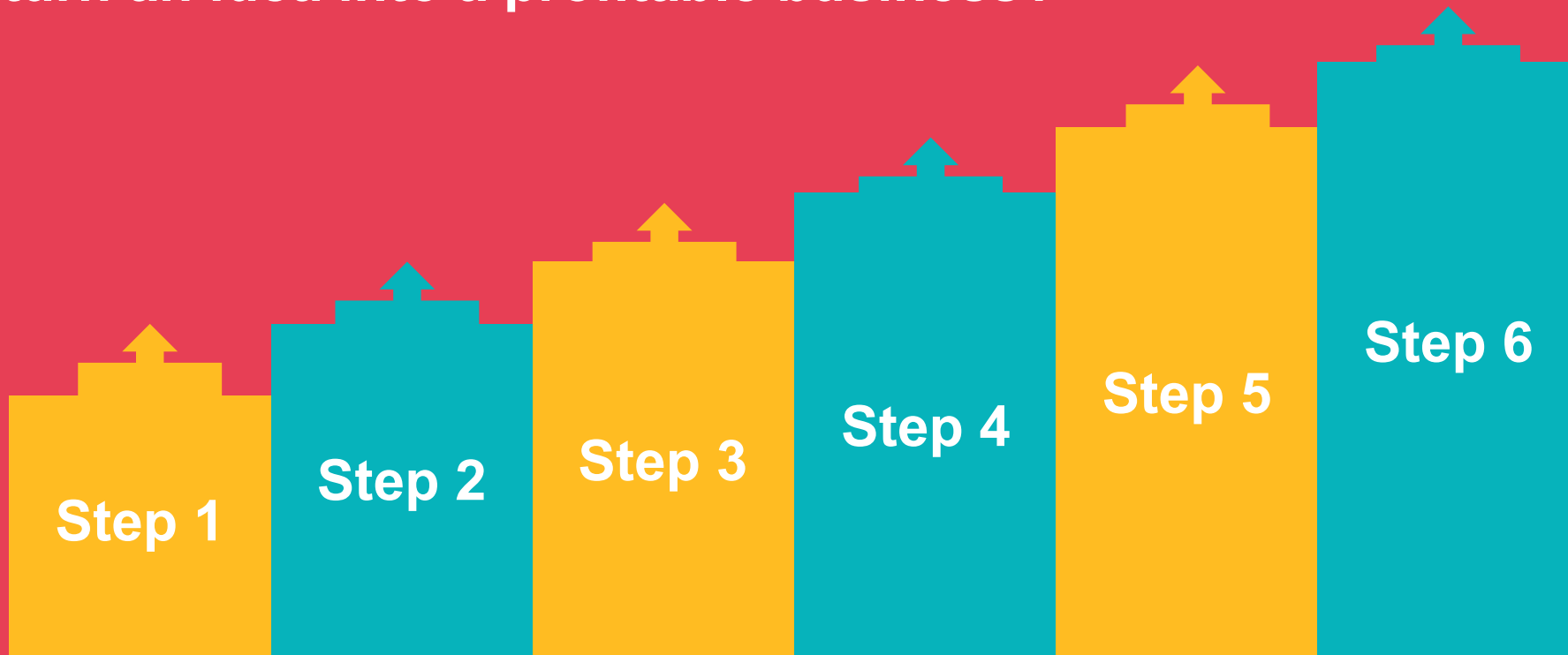
Start-up guide Presentation



What makes a great business?



What steps do you think are needed to turn an idea into a profitable business?



**Even a brilliant idea can
be unsuccessful if you
rush into action without
research and planning!**



Research will help you identify who your customers are and who you'll be competing against to reach them.

A good business plan will help you think through all the financial implications of starting your business. It will help you estimate your start-up costs, and forecast how much your operating costs will be once you start trading.



Define your business

**What is
your idea?**

**Why is there a
need for this?**

**What is your
product or
service?**

**Who are your
customers?**

**What are the
strengths and
weaknesses of
the competition?**

**What's
your unique
selling point
(USP)?**

Your business costs

✓	Description	£
Office supplies:		
	Computer/printer	
	Phone	
	Stationery	
	Other	
Marketing/promotion		
	Website	
	Flyers	
	Adverts	
	Other	

✓	Description	£
Premises		
	Shop	
	Office	
	Market pitch	
	Other	
Equipment/tools		

✓	Description	£
Other costs/fees		
	Solicitor/accountant	
	Maintenance/repair	
	Training	
	Other	
Supplies/stock		

What will your start-up costs be?

What will the operating costs be once you start trading?

What do you need to start your business?

What are your production costs?

Promote your business



Creating a business plan is a bit like doing a jigsaw.

Once you've got all the
pieces in place, it's easy
to see the big picture.

Now you're ready
to pitch your idea!





Great idea

+



Research

+



Business plan

+



Finances

=

You're in business!