

STARTING YOUR OWN BUSINESS

MARKET

Is there a need for your product or service? How can you market your services to the target population you are trying to serve? Are there enough people that you are serving to make your venture “worth it?”

MANAGEMENT

Will you run a one-person business, or will you include a partner? If you have one or more than one partner in this business, they need to understand the basic vision of what you are trying to accomplish and have necessary skills to help within the organization.

CUSTOMERS/CLIENTS

How will your clients access your services? What “qualifies” people to be your customers or clients? How will you deal with non-qualifying clients? How many clients do you have the potential to serve if you started today in your community?

START UP CAPITAL

Money is often the biggest reason most business fail. How much money will you need to start your business? What specific things will you need money for to start your business? Where can you get the money from?

FACILITIES AND LOCATION

Where will you run your business? Will you need to buy or rent a building, or is there another organization that you can share with? Can you run it out of someone’s home? Is it a mobile service that a van could handle? Do you need storage space for materials?

PERMITS AND LICENSES

What are the laws in your state and town about obtaining a business license? Are there any permits that you need to obtain for your business?