

STEP 1

You will develop a business plan. Determine the type of industry you'll be in and the products you'll sell. Maybe you'll develop a new shoe company, or cosmetic line. Or maybe you want to own a real estate agency or law firm. Or maybe you've always wanted to open your own restaurant. Whatever you decided, make it about your passion, and make it something that you can use in the real world.

Type of Industry

<u>Agriculture</u>	<u>Construction</u>	<u>Culture and Leisure</u>	<u>Manufacturing</u>
Agriculture, Forestry, Fishing and Hunting, Food	Construction Carpentry Home Building	Arts, Entertainment and Recreation, Film, TV, Sports, Video Game Design	Mining, Quarrying, and Oil and Gas Extraction, Steel working
<u>Natural Resources</u>	<u>Retail, Service, Finance</u>	<u>Transportation</u>	<u>Travel and Tourism</u>
Administrative and Support, Waste Management and Remediation Services, Environment Services	Clothing, Toys, Cosmetics, Finance and Insurance, Bank, Accounting Firm, Real Estate, Stock Market, Law	Automotive Airline	Accommodation and Food Services Restaurants Hotels

Company Name

Choose a comforting or familiar name that conjures up pleasant memories so customers respond to your business on an emotional level. Don't pick a name that is long or confusing. Stay away from cute puns that only you understand

Target Demographics and Brand Identity

Who are you selling your product to? What age group? Why? These are valuable questions companies ask when developing a brand identity. Make sure you have a clear cut vision for the theme and identity of your company.

Market Research

Understanding your top competitors in your industry will benefit you greatly. Identify their strengths and weakness and understand their pricing

Self-Check-List for completion

All information and headings inputted correctly	YES	NO
Enough information to complete each heading	YES	NO
Document is saved correctly with proper title	YES	NO
Proper spelling and grammar	YES	NO