**Setting Up My Own Company: “Where do I start?”**

**Project Designed by Andy Starck**

Once you have decided on what your company, shop, business is going to be, what do you do next?

“***Make lots and lots and lots of money!!!!!! “*** Will it be easy?.

1. Think of a name. ***I will open a coffee shop so I will call it Stirbacks…ha ha ha!*** If you do, what do you think will happen to you?
2. Create a Logo. ***But I can’t draw, how can Andy ask me to do this? He is so cruel, I hate him and don’t want to start my own company anyway….so!!!***
3. Write a mission statement. ***What? That is Mission Impossible.*** It maybe for some of you but this is what people look at. Which people? Your future clients and future investors! Basically a mission statement is the: who, why and how you started your business.
4. Where are we based? a. home….b. shop c. office…d. which part of the city(near where?) e. country f. seaside……why did you choose this site?
5. What products and services will I provide?
6. How are you UNIQUE? What makes you different to all the other coffee shops, or restaurants or clothes shops? Why should people buy from you and not from the others? You are new, what do you know they don’t? Are there some special benefits you can provide they don’t have? Think about which areas are being ignored by your competitors.
7. Remember your lifeblood is your customers. How will you get them? How can you promote your business? What is your marketing strategy? Once you’ve started, get testimonials…customers opinions, written, audio or video! Submit your material to……..
8. How much money do you need and how are you going to get it?
9. Do you have or can you find a business mentor? A mentor is someone who has been down the same path as you so has valuable experience and can provide advice to you.
10. Sole Proprietorship or Partnership? What are the pros and cons?
11. You are the boss so what do you do now! ***Great I’m gonna tell everyone! Now I can do what I like when I like. I will have lots employees and let them know who is boss. When I say ‘jump’ they better jump…and they better jump fast, or else. I am giving them my money so I can treat them how I like, they will do what I say when I say it…I own them!*** Is this how you are going to succeed in your business?

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