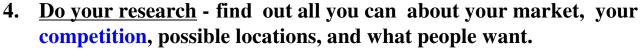


Before Starting a Business



"If I knew then what I know now, I would have done things differently." Sound familiar? Many small business owners say this over and over again. Take a look at this list of things to think about before you get started.

- 1. <u>Sell what your customers want</u> research your market to find out if your service or product makes sense and has a potential customer base.
- 2. Write a business plan a good business plan helps you keep detailed records of your vision and goals.
- 3. Know your strengths be realistic about what you can and can't do.



- 5. <u>Live within your means</u> you need to keep a close eye on your budget or you'll end up in serious **debt** or out of business very quickly.
- 6. <u>Create a marketing plan</u> map out how you want to get new customers to use your product or service and how you'll keep them coming back.
- 7. You can't do it all by yourself the more people you have helping you with the "little things," the more time you can spend growing your business.

Vocabulary

MarketVisionRealisticDebtPotentialGoalsCompetitionMap out



Before Starting a Business



Word Application

1. You should continue studying English because	A. Market
you have the to be one of the best	
English speakers in your country.	B. Goal
2 is inevitable even among friends	
when it comes to business.	C. Realistic
3. We have to everything before taking	
a trip.	D. Competition
4. The company's will only be achieved	
if everybody will work as a team.	E. Map out
5. He's a great painter. His paintings look so	
!	F. Potential
6. The perfect for us are the Japanese	
and Koreans who are visiting the country now.	

Express Yourself

- 1. What do you think is the most important thing to posses before starting a business? Why?
- 2. Would you prefer to venture in business or just save your money in the bank to keep it safe?
- 3. When can you say that the business is successful?