

Why Do You Want To Go Into Business?

Before starting to write a business plan, you should know what your goals are, what skills you bring to the business, and what resources are readily available.

It's important to understand your reason for starting your own business, because this affects the decisions you will make. Most people go into business for one of the following reasons:

- To make money
- To live a certain lifestyle
- To help the community

What is your primary motivation for starting your business?



Is starting your own business right for you?

Starting a business is not for everyone. Give some thought to whether or not this is the right choice for you.

- **Are you passionate about your idea?** Do you really care about the product or service you want to sell? Do you have the drive and ambition to make it happen?
- **Are you willing to take calculated risks?** And can you look at your mistakes as learning experiences – not failure, but feedback?
- **Are you able to work hard for long hours?** Starting and running your own business is not a 40-hour-a-week job with regular hours. You'll spend much of your time out in your community selling your product or service and then going home to take care of all that paperwork. While you are establishing your business, you may not get any time off or draw a regular salary.
- **Are you self-confident?** Do you have prior experience? Confidence and experience will help you weather the difficult times and overcome mistakes you will make. Experience – both good and bad – is what makes you a better business person.
- **Do you have self-discipline?** Can you make decisions and act on them quickly? Can you stay on top of the critical details?
- **Is stability important to you?** If you need a steady paycheck, insurance, etc., you might be better off working in somebody else's business.

Consider whether the following statements apply to you and circle Yes or No:

I'm a self-starter. Y N

I can make good decisions quickly. Y N

I have experience in my field of business.	Y	N
I enjoy my chosen business.	Y	N
I'm willing to sacrifice a steady income to run my own business.	Y	N
I'm ready for a year-round commitment to my new business.	Y	N
I can get along with different personalities.	Y	N
I'm prepared to work 12 hours a day, 6 or 7 days a week.	Y	N
I enjoy taking charge.	Y	N
I can find people with the skills I don't have.	Y	N
I'm strongly motivated to run my own business.	Y	N
I'm patient.	Y	N
I'm confident in my ability to succeed.	Y	N
I have good organizational skills.	Y	N
I'm independent, creative, innovative, and competitive.	Y	N

If most or all of your responses were "Yes," you probably have what it takes to run your own business. Even then, there is no guarantee your business will succeed. However, the more you plan and the harder you work, the greater your chance of success.



What skills do you have and what will you need help with?

One of the key success factors is having the right business team. Good management skills are critical. Consider whether you know how to do the following tasks, need some training, or need somebody else to do them for you:

- *General* – Manage your time; hire, supervise, and train employees; delegate tasks; build and motivate a team; and make appropriate changes to keep the business successful.
- *Operational* – Buy and manage inventory; schedule production work; negotiate agreements or contracts; and comply with regulations governing employees and other aspects of the business.
- *Market* – Price, promote and advertise your product or service to ensure sufficient sales; and address customer service needs.
- *Financial* – Set up and keep records; develop operating budgets; compile financial statements; project and monitor cash flow; prepare a loan proposal; analyze financial performance; and comply with payroll and tax requirements.