

## Business Management Module 1: Business Planning Questions

Put your ideas on paper. The more you can define your idea on paper, the better off you will be in starting your business.

What is your big Idea?

Is there anything unique about it?

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Why do people “need” (want) it?

What problem or need does your business address?

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Who are your customers?

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How will you reach your customers?

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Who are your competitors?

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What is your comparative advantage?

What do you have or what can you do that others cannot?

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Who is on your business team?

Who will help you and what will they do?

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Where will customers buy your product(s)?

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How much will your product cost to produce? How much will customers pay for it?

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What will you need to buy to get started?

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How much money you need to get this idea to the point where you can start selling?

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Where will the money come from?

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How soon will you be able to start selling?

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How soon will you be able to make a profit?

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