**ENTREPRENEURS**

**STARTING AND GROWING A NEW BUSINESS**

**Create a new challenge**

The very first thing to do is to decide which product or service you want to produce or what you want to sell.

The second very important aspect **is** to **inform people** outside of the business about what you produce and then sell it to them; the marketing function. Get these two functions, production and marketing or selling going, and you have a running business.

**Administration and finance**

Next you will need to pay attention to administration and financial record keeping without which your business may run into all kinds of difficulties. You need the figures of sales, cost of sales and expenses to know whether your business actually make a profit, and to enable decision making.

**Workforce**

A **growing business** may soon need to employ more people. You will need to pay attention to the management of human resources. A bigger workforce brings a lot more administration.

**BUSINESS WITH PURPOSE**

The starting point decision about which products or services to offer, remains a vital one. It should preferably be an extension of your personal talents and abilities. If it does not reflect your passion, it will not easily be sustainable and will wear you down. Start the right business and manage its growth with well-planned strategy.

**Think of a logo for your new business**

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