**Entrepreneurs**

**Starting and growing a new business**

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.

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.

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.

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.