

The Three Pigs of Business

What kind of business do you want or have? What do you want to say about this...?



There are many ways to build a business, only you know what works. All solutions have costs and pros / cons.



Straw Business

Early-stage startup or market test. Limited business experience, finances, and market knowledge.

Pros:

- Popup or proof of marketability. Used to test the market or business idea before investing heavily in money or time
- Limited market example, seasonal or short life product. Product used to hit the market quick, make as much money as you can and get out quick
- Limit losses and get market feedback quickly
- Owners have limited knowledge in market or business

Cons:

- If the business takes off, you have put weak foundations in the market that maybe hard to overcome
- Investors will probably not want to invest or take business seriously
- Very time inefficient or difficult to convert to a full business. May have to throw away all work done
- Limited sales growth and customer support



Wood Business

Basics of business in place, generally underfunded, looking for customers, not profitable.

Pros:

- Most startups start here. Goal eventually to get investors and sales
- Business foundation designed for growth. Some business functions and processes in place
- New to market, new product idea, can generate excitement

Cons:

- Limited funding or heavy self-funded and limit growth potential
- Funding and sales not enough to support business
- Products in development or not fully market ready
- Have not captured a large market or limited market visibility or distribution
- May not have stable location, business in fluctuation, immature / proven processes



Brick Business

Fully functioning business. Products and sales supporting business. Growing market or competitive. Vetted products and processes. Most of energy goes into growing the business.

Pros:

- Easier to secure funding, has a revenue stream and generating sales
- Business foundation in place and posed for growth
- In market with products and has steady customers
- Stable, organized, defined structure

Cons:

- Heavily funded with shareholders and debt
- Difficult to react to customer trends, competition, and market shifts
- Takes longer to get off the ground and more complex
- Cost of mistakes are higher and take longer to fine / fix problems
- Time to construct may cost place in market



The Wolf

There is always something that can take down your business. How prepared is your business to Survive...?

- The Wolf (unknown) is always around the next business turn.