

Start-Up Guide

Steps 1-4 Worksheet

Starting a business can be an exciting and rewarding journey, but it requires careful planning and execution. Below is a step-by-step guide to help you navigate this process effectively.

Before you embark on this exciting journey it is important to conduct market research. Market research involves gathering, analyzing, and interpreting information about a market, including information about the target audience, competitors, and industry trends.

- **Identify Your Target Audience:** Decide who your potential customers are and what they need.
- **Analyze Competitors:** Understand who your competitors are, what they offer, and their strengths and weaknesses.
- **Industry Trends:** Keep up with the latest trends and developments within your industry.

As you conduct and finish your market research, you can begin the process of building your start-up business. By partnering with us to begin your journey, you will have access to industry experts while having the chance to earn up to \$500.00 to cover a part of your registration fees.

1) Company name - make sure to complete a comprehensive internet search to see what is out there before you make a final decision.

Name:

2) Company description - in three to five sentences answering the four w's (who, what, when, and where).

Company Description:

3) Company Mission Statement - a description of a company's purpose and how it will achieve it. The mission statement a key part of a company's identity and will be utilized internally and externally.


Mission Statement:

4) Company's Objectives: goals that guide a company's actions and help it achieve its mission. They often include financial, services/product, marketing, and strategic objectives. Each objective should include a realistic timeline and measurable outcomes.

Financial Objective:

Services/Product Offered Objective:

Marketing Objective:

Strategic Objective: 

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