

THE FOUNTAIN LIGHTS UK



BUSINESS



"The only way to do great work is to love what you do."

Steve Jobs, Co-founder Apple Inc. 2005

CASE STUDY

JAMES'S JOURNEY

James knew that confidence alone wouldn't guarantee business success. He saw the need to assess his strengths and weaknesses, as these could impact outcomes. As he moved forward, he identified key hard, soft, and transferable skills needed for effective entrepreneurship.

CONDUCTING A SELF-ASSESSMENT

Ask yourself some challenging questions. Are your business ideas realistic? Do you possess the determination and energy required to make your vision a reality? Reflect on whether you currently have the necessary skills to develop your idea, or if you need to acquire them before moving forward.



Empowering SMEs!

SELF-ASSESSMENT BEFORE STARTING YOUR BUSINESS

Before starting your own business, it is important to undertake a thorough self-assessment. Take the time to evaluate your personal strengths and weaknesses to determine whether you are truly ready to take on the responsibilities of being your own boss.



BUSINESS EXPERIENCE AND SKILLS

Identify your existing skills, talents, knowledge, and experience that could be valuable for the business you wish to start. Consider your level of commitment, confidence, and interpersonal skills, particularly in relation to your chosen industry.

UNDERSTANDING THE MARKET

Assess whether your product, service, or offering is marketable and in high demand. Consider why you are the right person to provide it, why now is the right time, and why your chosen location is appropriate. Research your competitors to understand what they are doing. It is advisable to seek professional advice and to have conversations with existing business owners, entrepreneurs, as well as friends and family.

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TESTING THE WATERS

As the saying goes, “Do not test the river with both legs.” Begin trading cautiously and observe the demand for your offering. You might consider starting your venture as a side project, gradually reducing your hours in paid employment as your business begins to grow.

Whatever decision you make should be supported by data and approached with professionalism and authenticity.

OUR SERVICES

THE FOUNTAIN LIGHTS UK OFFERS
YOU THE FOLLOWING:

BUSINESS ADVISORY



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CORPORATE TRAINING



CONSULTING SERVICES

