

Are you ready to LAUNCH into Self Employment?

The Business Development Centre provides training, coaching and mentoring support for new and existing small businesses.

Whatever your business idea, we believe that the fundamentals are the same. Our first goal is to help you assess the **viability** of your business plan and your own **suitability** to self-employment.

With this in mind we tailor all our training to each client, and include one-to-one coaching, seminars and workshops.

We believe that the starting point for any business is developing a sound Business Plan, starting with strategy and research. To see if you're ready to LAUNCH, take our attached questionnaire:

TEN QUESTIONS YOU NEED TO ANSWER BEFORE STARTING YOUR BUSINESS.

Once you have answered these questions, you'll have the basis of a business plan!

Planning and research is fundamental to the success of your business. Time spent now on research can save a lot of heartache and hard work later on, as well as giving you insight and guidance as you grow and develop your business.

To learn more about how we can help, check out www.businessdevelopmentcentre.co.nz and refer to our BDC Business Coaching Services brochure.

We look forward to helping you assess your ideas, and launch a viable and sustainable business.

GET READY TO LAUNCH!!!

1. *What exactly do you hope to gain from being self-employed?*

2. *What are you prepared to give (and give up) to make this happen?*

3. *What are your short and long term goals?*

4. *Where do you see yourself in five or ten years and how does this business fit into this?*

5. *If you are going into business with someone else, how do his/her plans match up with yours?*

6. *How much do you expect it is going to cost to establish your business and how are you going to fund this?*

7. *Who is your target market?*

8. *How do you know you have a product that they want?*

9. *Who is your competition and how can you beat them?*

10. *Can you provide a product/service at a price that clients are willing to pay, cover costs - and pay yourself?*