



# Starting A Business

2025 - 2026

***Lets Create a Business from Scratch***

PERFECT ILLUSION

# MUST ANSWER

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EVERY BUSINESS MUST ANSWER THESE QUESTIONS

**Is now the right time to start your business?**

**Do you have the right team?**

**Are you starting with a big share of small business?**

**Can you create a breakthrough service/product/tool instead of incremental improvements?**

**Have you identified a unique opportunity that others don't see?**

**Will your market be defensible 10 & 20 years into the future?**

**Do you have a way to not just create but deliver your product/service?**

# BUSINESS OBJECTIVE

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Business objectives are **Specific, Measurable, Achievable, Relevant, and Time-bound (SMART) goals** that align with your business's mission and vision.

## START WITH THE PURPOSE OF THE BUSINESS

1. What change do you want to see in your industry or community?
2. What inspired you to start this company?

## DEFINE YOUR BUSINESS GOALS (LONG AND SHORT TERM)

1. Where do I see the business in 1 year, 3 years, or 5 years?
2. What milestones do I want to reach?
3. What problems am I solving for my audience?
4. What is your Unique Selling Point (USP)?

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## CRAFT YOUR MISSION & VISION STATEMENTS

1. **Mission:** What you do, for whom, and why?

2. **Vision:** What future you're working toward?

## IDENTIFY YOUR CORE VALUES

1. What principles are non-negotiable in how you do business?

2. How do you treat your team, customers, and collaborators?

3. What kind of impact do you want your brand to have?

**Examples of Core Values:** Craftsmanship, Authenticity, Sustainability, Innovation, Inclusivity, Mindful Consumption, etc.



# BUSINESS PERSONALITY

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WHAT IS THE STORY/MEANING BEHIND THE COMPANY NAME?

**Not just the name; what is the reason you do what you do? How did it all start?**

**Part of the charm of small businesses is the personal element, and the romanticism of a story or journey behind the business, so take advantage of that!**

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IF YOUR BUSINESS WERE A PERSON, WHAT WOULD THEY BE LIKE?

**Don't stop at profiling your customers - profile your business! Create a character for your business and keep that in your mind when working on any design or copywriting projects.**

**Would they be the friendly, approachable guy that everyone goes to for advice, or the stylish fashionista with an expensive luxury taste?**

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# SWOT ANALYSIS

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## Conduct a SWOT Analysis [Strength, Weakness, Opportunities, and Threats]

Conducting this analysis will provide valuable insights into both the internal and external aspects of your business. It can help you pinpoint opportunities for growth and identify areas that need improvement. To carry out a SWOT analysis effectively, gather data from sources such as market research, financial reports, and feedback from customers and employees.

### STRENGTH

#### Strengths

- Unique and high-quality products
- Skilled and experienced craftsmen
- Strong brand reputation and customer loyalty
- Strategic partnerships with local boutiques

### WEAKNESS

#### Weaknesses

- Limited production capacity
- High production costs
- Limited online presence
- Limited product variety

### OPPORTUNITY

#### Opportunities

- Growing demand for handmade products
- Growing interest in sustainable and eco-friendly products
- Opportunities to expand online presence and reach new customers
- Opportunities to expand product lines

### THREAT

#### Threats

- Increasing competition from online and brick-and-mortar retailers
- Fluctuating consumer trends and preferences
- Economic downturns and uncertainty
- Increased regulations and compliance requirements

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STRENGTH

WEAKNESS

OPPORTUNITY

THREATS

PI BUSINESS

# MARKET RESEARCH

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Market research plays a vital role in the business planning process. It enables businesses to uncover **market trends and opportunities**, **evaluate their competitive landscape**, and make strategic decisions regarding marketing, product development, and overall operations.

By engaging in thorough market research, businesses can gain valuable insights into the **behaviors and preferences of their target audience**—such as purchasing patterns, brand loyalty, and decision-making processes. These insights allow for the creation of targeted marketing campaigns and the development of products that genuinely align with customer needs.

## DEFINE THE PURPOSE OF YOUR RESEARCH

**Who is my target audience?**

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**What are my potential customers looking for?**

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# MARKET RESEARCH

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## DEFINE THE PURPOSE OF YOUR RESEARCH

**Who are my competitors?**

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**What are the current market trends?**

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**Their pricing, marketing strategy, USPs (Unique Selling Points)**

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**Their online presence and brand messaging**

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# MARKET RESEARCH

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## IDENTIFY YOUR TARGET AUDIENCE

### DEMOGRAPHICS

Age  
Gender  
Location,  
Income  
Education

### PSYCHOGRAPHICS

Interests  
Values  
Lifestyle  
Challenges

### BEHAVIOR

Buying Habits  
Brand Loyalty  
Online Activity

THREAT

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# MARKET RESEARCH

## CHOOSE YOUR RESEARCH TYPE

Surveys & Questionnaires –  
Ask your audience directly

Interviews – One-on-one  
conversations for deep insights

Focus Groups –  
Group discussions around your product/idea

Observation – Watching how customers  
interact with similar products

PRIMARY RESEARCH

Industry reports and  
market studies (e.g., Statista)

Google Trends, forums,  
Social Media, and blog comments

Competitor websites,  
reviews, pricing, social media analysis

Government publications  
(e.g., census, trade data)

SECONDARY RESEARCH



# BUSINESS TIMELINE

## A CLEAR DIRECTION FOR YOUR BUSINESS

Creating a timeline in business is essential because it brings **structure, clarity, and accountability to your goals and projects**. Whether you're launching a product, scaling operations, or building a **brand from scratch**, a well-thought-out timeline keeps everything aligned and moving forward with purpose



# MARKETING PLAN

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A marketing plan serves as a strategic roadmap that defines your marketing objectives, **outlines the strategies and tactics** to achieve them, and establishes a clear budget framework. It should be closely aligned with your overall business goals and tailored to effectively **reach your target audience**. An effective marketing plan typically incorporates a balanced mix of both online and offline channels.

## CONDUCT MARKET RESEARCH

- **Analyzing competitors** (social media, websites, reviews)
- Using tools like Google Trends or SEMrush
- Collecting **customer feedback** through surveys/interviews
- Reviewing industry reports

## PLAN YOUR TACTICS (EG.)

- **Post 4 blog articles per month**
- **Send weekly newsletters**
- **Share Instagram Reels 3x/week**
- **Launch a 5-day email series for new subscribers**
- **Run Facebook Ads with a ₹10,000 monthly budget**

## MARKETING STRATEGIES

- **Content Marketing** (blogs, guides, lead magnets)
- **Social Media Marketing** (Instagram, Pinterest, LinkedIn, etc.)
- **Email Marketing** (newsletters, offers)
- **SEO** (optimize your site for Google searches)
- **Paid Ads** (Google Ads, Meta Ads, influencer partnerships)
- **Offline Marketing** (events, print, referrals)

# MARKETING PLAN

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Creating a marketing plan from scratch is like building a blueprint for how you'll attract and retain customers. It helps you stay focused, consistent, and intentional with every marketing move you make.

## DEFINE BUSINESS GOALS

- What do I want to achieve in the next 6–12 months?
- Increase brand awareness?
- Boost sales?
- Launch a new product/service?
- Enter a new market?
- Pain points and needs

## MARKETING BUDGET

- Tools and platforms
- Paid advertising
- Content creation (designers, writers, video editors)
- Marketing automation tools (like Mailchimp, Canva Pro)

## MARKETING CALENDAR

- Campaign launch dates
- Content posting schedule
- Ad run periods
- Email sends
- Events or collaborations

## MONITOR YOUR PROGRESS

- Google Analytics
- Instagram/Facebook Insights
- Email open/click rates
- Website traffic and conversions



# FINANCE SHEET

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Creating a finance sheet (or a financial plan) for a new business as a beginner doesn't need to be overwhelming. Think of it as the **backbone of your business**—it helps you **understand your costs, track income, and make smarter decisions**.

## FINANCE SHEET STRUCTURE

- **Startup Costs**
- **Monthly Income**
- **Monthly Expenses**
- **Profit & Loss (P&L) Summary**
- **Cash Flow Tracker**
- **Goals or Forecast**

## ONE TIME COST

- **Business Registration**
- **Website/Domain Setup**
- **Branding and Logo Design**
- **Online Tools**
- **Equipment**
- **Product Samples/Materials**

## BONUS TIPS

- Use color coding to highlight profits or losses
- Keep receipts and digital copies of all transactions
- Review your sheet monthly to stay on track
- Use free tools like Google Sheets templates or Notion finance dashboards