

Making your Business Launch a Success

Hopefully, once the decision to go about **starting and running a small business** is either thrust upon you by circumstances or is enthusiastically decided of your own accord, you will take the time to understand that in order for most anything of worth to reach **maximum success**, it has to be properly researched and planned out fully before jumping in.

The sad fact is that the majority of people that decide to **launch a business** of their own actually don't do much more than perhaps make a couple of calls to possible suppliers, look at a few similar markets and check out vacancies in their local shopping precinct.

Perhaps this might form a large part of the national statistics that show that more than 90% of new **small business** fails within the first twelve months, as most often these failures can be brought down to fairly predictable and avoidable reasons.

Personally I find it somewhat odd that a person would contemplate such a serious move as to commit their time, energy, enthusiasm and possibly funds into a theory that they can't actually be bothered to investigate as best they can. However, such is the nature of enthusiasm that it often turns a blind eye to other than the target desire. The goal is seen clearly but the obstacles that will drop by now and again, well, they aren't actually noticed to any degree and those that are, are often fobbed off as being of no serious consequence.

The truth is that to make **your business launch a success** and to give yourself that edge that might even reach toward **maximum success**, is not to be attained without some well considered homework that is actually not so difficult to execute.

It is appreciated that in the early days of contemplation about **starting your own business**, not only is there often no understanding of the logic to intentionally **start small** and grow, but there is more often at that most crucial stage of development, actually no **mentor...no experienced expert** on hand that **helps business** or even a decent **course** or **business start guide** available to help with your new **business need**.

To make **your business launch a success** without some form of mentor or **business training guide** is really a difficult result

to produce by yourself without some careful consideration and research before you make a commitment of any sort.

Your research needs to take into account such obvious factors as your product or service, the demand for same and where this demand may be coming from. You will need to know if this demand is satisfied as well (price, order to delivery time, quality of supply, personal service, reliability etc) as it could be? Can you provide a unique selling point that makes your supply a preferred one? Are service and quality more important than price?

In order to steadily improve your potential to make a **maximum success** of your proposed **business launch** you must devise an extensive list of questions regarding your selected entrepreneurial activities and work hard to uncover realistic questions and suitable management answers well in advance of your business launch.

Once these items are answered satisfactorily you must then attend to a structured **business plan**, simply to correctly summarise and identify each of the steps through which you will produce profit through the factor of you **starting and running a business**.

Once you have your **business plan** structured and written, you will need to establish a fairly comprehensive cash flow that will span the first two or three years. This forecast, often called an **Income Projection**, in essence sets out all the areas you will gain money, spend money while maintaining a time line to these so you retain a positive cash position. Again, these are reasonably simple documents to structure with **experience** yet extremely expensive to have an accountant structure for you.

The answer of course is to uncover a decent **business training guide** where all these instruments and **business cost** items can be understood and template provided for your own ready understanding.

Using the **experience** of a **mentor** and getting **help starting a business** from a proper **business training guide**, is ultimately going to be the difference between entering the unknown without preparation and planning to **succeed at running a business** because you did a couple of weeks of homework.

Nathan Howard: *An Entrepreneur, manufacturing & systems analyst, consultant and mentor with 30+ years experience starting, running & developing successful businesses. To gain some invaluable insight and structure for your own journey forward, visit [With Your Success In Mind](#) for more information on [Starting A Business](#).*