



Steps for **STARTING** a Home-based Small Business

1

IDENTIFY YOUR PASSION AND EXPERTISE

- Align your business with your passions and strengths.
- Turn your skills into a profitable venture for motivation and success.

2

CONDUCT MARKET RESEARCH

- Study your target audience, competitors, and industry trends.
- Identify demand and differentiate yourself for informed decisions.

3

DEVELOP A BUSINESS PLAN

- Outline objectives, target market, marketing, finances, and operations.
- Use it as a roadmap for success and attracting partners or financing.

4

SET UP YOUR HOME OFFICE

- Create a dedicated workspace for focus and productivity.
- Equip with essential tools and materials for a professional image.

5

ESTABLISH A PROFESSIONAL ONLINE PRESENCE

- Build a website showcasing your products/services.
- Leverage social media for engagement and community building.

6

OBTAIN THE NECESSARY LICENSES AND PERMITS

- Research and comply with industry and location regulations.
- Ensure legality and protection for your business.

7

SET UP FINANCIAL SYSTEMS

- Open a business bank account for financial separation.
- Track income, expenses, and taxes with software or an accountant.

8

CREATE A MARKETING STRATEGY

- Identify effective channels and allocate your marketing budget.
- Use social media, SEO, content marketing, and networking.

9

EVALUATE AND ADAPT

- Continuously monitor financial performance and customer feedback.
- Stay agile, adjust strategies, and optimize your business for success.



MOVING TOWARDS THE FUTURE