

# So you want to do business

Now what?

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# 1. Be clear on your end goal

Some goals

- A 9 to 5 job such as handling a grocery store
- Make money to fund other activities
- Make money to reach a certain level of income
- Create something you care about

Goal can change over time!



## 2. Focus on what you know

What do you know?

- One of your communities
- A specific skill, something you are good at naturally
- A specific field : skying, painting, etc.
- A specific product : mobile phones, flowers



### 3. Don't do it alone



Nobody does it alone.

Even if you think they are alone, they are not.

Nobody is good at everything in the business process.

### 3. Don't do it alone



Typical team:

Sales-marketing + Operations + Legal + Finances

## 4. Be clear on budget



Calculate your budget for according to your goal.

The budget won't change.

Financing will impact the project duration.

## 5. Just do it



Starting is the hardest part

Staying motivated long enough is the second hardest

## 6. Make people buy



Define the VALUE you bring.

VALUE is something that customers PERCEIVE as being worth money.

VALUE is perception.

## 7. The right price for your product



Price is linked to the value you bring.

Price is led by your GOAL.

Price is at least equal to the cost of production.

## 8. Marketing is mandatory

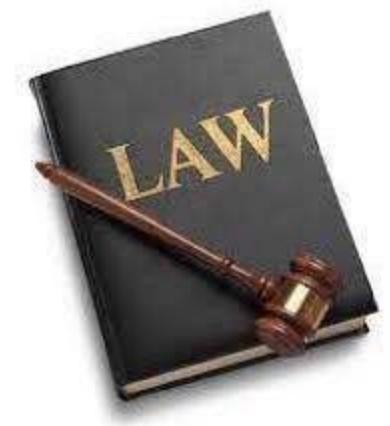
ANY marketing brings sales.

What marketing is doing:

1. Brings awareness of your products to your customers
2. Explains the value you bring
3. Motivate the customers to buy

The word "MARKETING" is displayed in a bold, sans-serif font. Each letter is composed of a different pattern or color, including blue, green, yellow, orange, red, and purple. The letters are slightly overlapping, creating a dynamic and modern look.

## 9. Legal, taxes and liabilities



For financial and legal liabilities, be clear on the legal entity.

Is it a non-profit, for-profit, association, limited company?

## 10. Wrap up : steps

1. Start from your idea
2. Source or create your product
3. Market your product
4. Sell
5. Evaluate how good (or bad) you do
6. Define your legal entity
7. Work on cost and/or price



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