



**Overview**

Starting in a business does not come with an instruction manual. There are a lot of gray areas and overwhelming tasks involved in the planning and setup of a business. As such, it becomes imperative to organize the steps required to get the business up and running for the first time. This 30-day plan is an outline of a system of activities when starting a business. This plan is a comprehensive guide to the day-to-day activities that will be completed within a thirty-day period and covers all aspects of planning to get you ready. The goals are to meet your daily business objectives, secure the viability of the business, and to have a successful launch by making sure that the daily actions required under this plan are completed within their respective timetables.

**Week 1:** The first week of the plan will focus on business research and strategy and compliance with governmental requirements to legally set up the business.

|  |  |
| --- | --- |
| **Day 1** | * Identify particular products or services. * Identify the ideal market to sell the above products or services. * Start creating a strength, weakness, opportunity, and threat (SWOT) analysis. * Establish quantifiable and non-quantifiable metrics of success for the business. * Establish a metrics of success for this 30-day plan. * [INSERT OTHER TASKS FOR THE DAY] |
| **Day 2** | * Create a mission and vision statement for your business. * Identify core business values that tie up with your mission and vision statement. * Create a broad strategy to achieve your mission and vision statement. This strategy does not need to be detailed. Use a general approach for your business that you think will give it the best chance to succeed. * [INSERT OTHER TASKS FOR THE DAY] |
| **Day 3** | * Select your place of business. Your choice of business location must serve your business strategy. * Evaluate and review your chosen location. Consider the accessibility of the location, the sufficiency of space for operations, and if it can be easily seen by the public and prospective customers or clients. |
| **Day 4** | * Assess capital and finances for the business. * Determine tax implications of assets and expenses. |
| **Day 5** | * Determine your business identity. * Identify the needs of your market. * Create a sales forecast. * Create an expense budget. |
| **Day 6** | * Conduct a market research to determine the demand of your product or service. * Identify market trends. * Identify your target market. |
| **Day 7** | * Choose your business name. * Determine the implications of the chosen name. * Register the name with the proper governmental agency. * Commence the processing of your business permits and licenses. |

**Week 2:** This stage of the plan focuses on getting the business financed. The tasks for this week will cover the business pitch, business plan, and financing options.

|  |  |
| --- | --- |
| **Day 8** | * Create a one-page business pitch as a precursor to your business plan. This will serve as an outline or backbone of your business plan. * [INSERT OTHER TASK FOR THE DAY] |
| **Day 9 and**  **Day 10** | * Create your business plan. Collate your business plan, your findings, assumptions, and business goals. * [INSERT OTHER TASKS FOR THE DAY] |
|
| **Day 11** | * Explore the following finance options:  1. Personal Investment 2. Venture Capital 3. Angel Investments 4. Government Grants and Subsidies 5. Bank Loans |
| **Day 12 and**  **Day 13** | * Commence the finance application process. |
|
| **Day 14** | * Review the approval of your finance applications. * Revise business pitches and business plans if necessary. |

**Week 3:** On the third week, the focus will be on the hiring of personnel for your business, creating a business web page, and securing an insurance.

|  |  |
| --- | --- |
| Day 15 | * Determine a method of payment for your product or service. Consider the following payment options:  1. Cash 2. Checks 3. Credit Cards 4. Debit Cards 5. Online Payments, example: PayPal, google wallet, and etc.  * Establish a credit policy for your business. * [INSERT OTHER TASKS FOR THE DAY] |
| Day 16 | * Purchase the following insurance policies:  1. General Liability Insurance 2. Property Insurance 3. Workers’ Compensation Insurance 4. (d) Business Interruption Coverage |
| Day 17 | * Identify the total number of employees to be hired. * Identify their respective salaries and wages. * Determine the ways and means of recruiting qualified personnel. * List job openings in newspapers or online job sites. |
| Day 18 | * Create your business brand. Identify a brand that will create value for your business and will be a key element for the marketing of your product or service. |
| Day 19 and  Day 20 | * Set up the online presence of your business by creating a website, social media page, and online listing of your product or service. |
|
| Day 21 | * Select your means of advertising. Consider the following:  1. Print and Broadcast Media 2. Sponsorship 3. Grand Openings 4. Online Advertisements  * Advertise your business and its products or services. |

**Week 4**: During this week, the business will commence selling the products or services, continue with its advertising and follow-up actions.

|  |  |
| --- | --- |
| **Day 22** | * Establish a unique value proposition for your business. * Analyze competitors and other companies. * Conduct post-evaluation to determine the reason why your customers or clients have bought your products or availed of your services. * [INSERT OTHER TASKS FOR THE DAY] |
| **Day 23 and**  **Day 24** | * Create a list of prospective customers or clients. * Start introducing your business by calling prospective customers. * Start pitching your business. * Start with your field sales and other methods of direct sales. * [INSERT OTHER TASKS FOR THE DAY] |
|
| **Day 25** | * Follow-up on prospective customers or clients whom you have already reached out to. |
| **Day 26 and**  **Day 27** | * Determine the ways to maintain the relationship with customers and clients. This may include:  1. offering loyalty awards 2. (b) sending greeting cards |
|
| **Day 28 and**  **Day 29** | * Select business software for bookkeeping, inventory, and other business-related functions. |
|
| **Day 30** | * Review the success of the plan and the business using the metrics established on Day 1 of the plan. |



**To Use This Documents**

The text inside the brackets which is highlighted is meant to be edited with your text. This is the way you can edit the document as given below:

**To Edit Text:**

1. Point the mouse where you want to edit and delete the sample text and then you can add your text.
2. You can change the size, font & color of the text in the Main Tab: Home



**To Edit Table:**

1. Point the mouse in the table where you want to edit and delete the sample text and then you can add your text.
2. You can adjust the row & column size of the table in the Main Tab: Layout



**To Edit Chart:**

1. Select the chart which is going to edit and then
2. In Main tab: Design -> Edit Data
3. It will open the excel sheet where you can edit the values of the chart

