

EFFI SUMMERS CREATIVE

THE SELF EMPLOYMENT SERIES

5. how to write the best business plan in the world ever - part 2

6. market analysis: ask yourself

- what is on offer?
- where are the gaps?
- what are other people charging?
- what are they doing well?
- what needs improvement?
- what would you change and why?

7. competitors: identify your 3 main competitors and make notes on these factors:

price, staff, location, services/products on offer, branding, website, social media, customer service, interiors, their strengths and weaknesses.

8. industry research: read all the articles and books that you can find about your industry/ies. talk to experts within the industry if possible.

- is your industry growing, declining or stagnant?
- has it peaked yet?
- pick out key statistics, graphs and quotes

9. trend prediction: search for lifestyle, consumer and market trends predicted for the next 1 to 2 years.

how can you adapt your business to fit these?