



TechSuperGirl :how to plan your business

HOW TO PLAN YOUR BUSINESS ?

Business Guide one should follow before planning for a small business

Market Research & Competitive Analysis

Market research helps you find customers for your business. competitive analysis helps you make your business unique. combine them to find a competitive advantage for your small business.



Write your business plan

Your business plan is the foundation of your business. it helps you have a roadmap of how your business is going to function and grow. it helps you identify the gaps where you would be needing extra efforts.

Calculate your startup costs

How much money will it take to start your small business? Calculate the startup costs for small business so you can request funding, attract investors, and estimate when you'll turn a profit.



Fund your business

It costs money to start a business is one of



It costs money to start a business is one of the first - and most important - financial choices most business owners make. How you choose to fund your business could affect how you structure and run your business.

Account Based Marketing (ABM)

Account-based marketing is a much more reliable strategy for small businesses than traditional lead-based marketing . ABM focuses on targeting high-value accounts to prospect, nurture, and convert into paying customers.



Visit : www.techsupergirl.com
email us at marketing@iwilindia.com

Tech Supergirl is an IWIL India Foundation Program which aims at reinforcing Women collaboration in three focus areas: Incubating women in tech skills, accelerating Women in Innovation-Tech Sector and fostering Women Entrepreneurship.

Visit:- www.techsupergirl.com