



Ten Steps To  
Develop and Evolve  
Your Business Idea

**1 Discover the 'why'** - You start with a 'what' - Work on defining the 'why', the passion which drives you. This will be the foundation of your brand story.

**Expand your vision** - Test yourself by asking "why keep this idea small? How big can it get?" You'll have your own motivations to stretch your own idea. Once you have your 'where' (e.g. local, national or global), you also need your 'when'. How soon do you want to make this a reality? When can you take the first step?

**3 Research and define your market** - Test your idea or product on as many different people as possible. Find out whether other people will enjoy it and hopefully want to buy it, and if necessary adapt in response to their all-important feedback.

**Setting up production** - Now you need to work out how and where your product will be made. Find a reliable production facility that meets your quality requirements and can scale in production as your demands do. Growing together will create a strong partnership.

**5 Create your unique brand** - Your brand needs its own unique identity. It's important to start thinking about this at an early stage, and to protect your IP so that no one can steal your ideas. Know what makes you unique. This differentiation will be vital to targeting your chosen consumers. Your brand, its story and its potential are all part of the product that your customers are going to buy into.

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**Spread the word, think of all forms of marketing** - Firstly when you start-out your resources will not be huge, so you need an effective way to reach your target market. There is digital, print and PR. Keep in mind your budget, this will dictate a lot of what you can and can't do. Consider every option and to understand its benefits, challenges and costs.

**Develop stand-out packaging/branding** - As a consumer's first impression of your product, your packaging is important. It needs your voice, style and individuality, to support your brand message and to stand out from the competition.

**Make sure you know your figures** - Work out your pricing and be certain you have factored in all possible costs and understand your margins. Your business won't survive without cash flow, so make sure to calculate your outgoings and ensure they won't hinder your ability to generate revenue.

**Have the right channels ready** - Although you're not going to be able to use multiple sales channels right away, keep your options open and make careful strategic decisions on which to use first.

**Build your team** - Get a great team of skilled and passionate people, and you'll succeed in scaling up the business together.

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