

50 TIPS FOR A BUSINESS CREATOR

- 1) Do not consolidate your equity capital to full stretch before seeking loans. A consolidated equity capital stands as both a guarantee of durability for the company and a powerful lever for loan acquisition.
- 2) Neglecting or badly preparing “do as we can”, “putting off today’s work to tomorrow” during the creation of the firm will only instil such behaviour and attitudes at a later stage when dealing with the company management and often leads to the “blowing up the business opportunity.”
- 3) So many developers come to realise that they have amassed fixed assets, namely lands, buildings and machines without considering the importance of start up or contemplating the prospect of rising in power. Many of them would wish they could start all over again to proceed otherwise. They have realised a project but failed to create a company.
- 4) A successful company creation is a conscious and voluntary task which requires thorough preparation in order to build up and gather all chances of success on your side.
- 5) Succeeding in the creation of an enterprise means maximizing one’s growth potential upon the start, that is, obtaining long-term sustainable and defensible competitive advantages on the market.
- 6) Producing full quality must be the core of your strategy for a business creation.
Capital and machinery do not produce quality, not even the most sophisticated ones. It is Man who can produce, create and transform; and the most competent men cannot achieve quality unless they are motivated to do so.
- 7) Preparing oneself, adopting the right attitudes in order to prepare and plan the elements required for the creation of an efficient firm endowed with a technical, financial and human potential of development is in fact creating oneself as a boss

- 8) Very few creators make use of a system for their time management and many settle with a simple agenda which they misuse. Many find themselves overburdened, working themselves to exhaustion 14 or 16 hour a day and enduring a state of continuous tension. If that is the case with you, then rest assured that you may proceed otherwise, and that it is perfectly possible to start a business without ruining one's life. Managing one's time for a better life and planning one's activities are, indeed, at the reach of even the average organised individuals.
- 9) Any developer has to make sure from the outset that he or she is really intent on the creation of a firm.
- 10) "being a go-ahead type taking chances", being ardent and impetuous certainly stand as major assets but that may turn into a nightmarish enemy for the creator.
- 11) The more experience you acquire in a given field, the more able you are to nose out great ideas.
- 12) An innovative project is a new idea that may be transformed into an economic activity having a market (a new product, a new packaging, a new approach for a better productivity, a more efficient technology...).
- 13) Time is a crucial factor of opportunity. It means seizing the opportunity when it presents itself not when it is gone.
- 14) Decisions must be taken only on economic grounds and criteria.
- 15) A very good idea is not necessarily an opportunity for the creation of a firm because an idea devoid of a market or one that does not meet a need and that does not lead to substantial number of clients is worthless.
- 16) You are required to outline a business plan which clearly shows the objective you intend to attain and how you will proceed in order to achieve it.
- 17) Deal with the following questions before proceeding to the elaboration of a business plan:

- Is there a creditworthy market for your product-idea?
 - What are the key factors of success on this market?
 - How will these key factors play out in the future?
 - What are your assets and catches as regards each of these key factors?
 - Can you reduce your weaknesses and take full advantage of your assets? How?
 - How can you manage to come up with an affordable product or a service to your clients, that is cost-effective for your business?
- 18) The business plan has to cover the major aspects of the project study as well as the different stages for the realization of the business.
- 19) It has to establish that the envisaged opportunity is feasible, cost-effective, and that you are indeed able to seize it.
- 20) The business plan has to implicitly and explicitly include the real-time proceedings of all stages pertaining to the project's realization and to the business' start up as well as the coordination of these actions, along to the mobilisation of the financial resources.
- 21) The first criteria generally considered for the selection of opportunities are:
- Turnover/ Investment > 1
 - Gross margin 40-50 % (minimum)
 - Profit: 30% of before-tax turnover (minimum)
- 22) Keep in mind that a high-potential development project is a project run by an efficient team, having a viable market and endowed with a rigorous internal organisation.
- 23) In order to set up your business, you have to rigorously define your product/service. Nothing is to be taken for granted in this field.
- 24) Customers hardly forget a price that is unworthy of a product, but they shall always remember instances whereby they got ripped off making sure to bring up their "ordeal" whenever that is possible
- 25) Many developers are quite happy to believe that they have gone a long way in the technical study of their project once they have obtained a list of the hardware to be used for the manufacture of the product. It is this type of erroneous approach which quite often leads to irrationalities that the firm shall be doomed to drag on for years.

Knowing how to proceed is more important than knowing the tool with which to proceed.

- 26) Selling before producing is the fundamental and indispensable principle of modern economy. This applies to all sectors of activity, especially industry.
- 27) Always bear in mind: “If you have no customers, you have no company.”
- 28) Many developers wrongly start by wanting to start a business, thinking primarily that they have the possibility of a good funding prospect thanks to the leverage they have in a bank or from a well-positioned land or because the State provides considerable fiscal and financial privileges in a given area or subsidies to decentralization or to job-generating businesses. The back-up and the support provided by the State shall not stand as real assets unless we have good opportunities.
- 29) To disburse a loan, the banker generally relies on three series of criteria: Psychological, economic and financial criteria.
- 30) All creditors would tell you that they would rather deal with a creator having an excellent profile and an average idea than with an average creator having an excellent idea.
- 31) First and foremost, it is your courage, your qualities, your skills, your assets and your perseverance that attract bankers and venture capitalists.
- 32) Would-be business leaders who are astonished by the bank’s requirements in terms of sureties should be prepared for the following reply: “If you had no confidence in the future of your company, why should you expect banks to do so?”
- 33) This rationale is partly right as the banker insists on covering against risks, but does not want to submit the company’s goods to liquidation.
- 34) It is in your own interest and in that of your firm to establish ties of trust and to make your banker as well as your SICAR the partners for your firm’s development.
- 35) A client, a supplier, a banker, a SICAR would rather cope with someone who willingly admits his/her faults than with someone who seeks to deceive in order to profit from an advantageous situation.

- 36) “Make no promises that you cannot keep, and honour whatever you pledge to do”
- 37) Refrain from the general tendency to ignore unpleasant tasks. Never give up an objective before achieving it, or before creating all the conditions required for its realization in due time.
- 38) A study desk that is submerged by papers and files is the ideal place to bury important issues and files, hence, a considerable waste of time and further alienation.
- 39) If you are keen on doing things properly, focus on the things you like most to do them well. As a consequence, you will be satisfied and money shall turn up, which will be an additional satisfaction. However, if you are really after money, you will not get it as it will be eluding you.
- 40) The skill of leadership consists in motivating individuals and in realizing how individuals come to self-motivation on their own: to meet the needs of individuals as such and as a group so as to ensure an ever-lasting process of self-motivation.
- 41) To lead the group towards the targeted goal, the leader is called upon to assume some basic tasks: defining objectives, planning, communicating, controlling, evaluating.
- 42) Make use of the per-objective management method.
- 43) The objective must be clear, specific, measurable, achievable, written, dated, realistic, ambitious, accepted, coherent, positive, and participatory.
- 44) Make a clear distinction between objective (goal) and means: For instance, to answer the question: “What is your main objective for the current year?”, “To launch an advertisement campaign”, an answer that deals with means and not with objectives.
- 45) The personal organisation factor is of crucial importance because your project partners: suppliers, clients, banks, SICAR, back-up institutions are likely to be favourably impressed by a well-organised person. However, they tend to abstain from dealing with a seemingly disorganised person for whom they would show no trust, either.
- 46) Recipes for time management: Define your objectives, outline your plans, set priorities, stick to your priorities and to your daily schedule, protect against parasites.

- 47) Refrain from devoting your entire time to daily management without ever allotting any to reflecting on the genuine role and the real task of an entrepreneur.
- 48) Keep in mind that, in order to solve a problem, it is recommended that you comply with the following procedure:
List down all your problems in order of importance, start by addressing the most important one, look into its causes, its consequences, come up with possible solutions, elaborate the actions to be undertaken, outline action-files, do the monitoring.
- 49) Make use of the interrogative method each time: WH-Questions: How, Who, When, What, and always WHY?
- 50) To organize your firm, outline a target organisation chart and a start-up chart, identify the required staff, establish function/task file per working post, define work procedures, elaborate a monitoring system through dashboard, and prepare to manage maintenance, stocks, manufacture and quality.