



YOU HAVE A BIG FUTURE AHEAD

ENTREPRENEURSHIP



Big Brothers Big Sisters
OF METRO ATLANTA

Build a business plan and create a solid network to create your own business and become self-employed.



Entrepreneurial Fields	Potential Careers	Why Might You Want to Choose This Option?	How to Get Started	Potential Drawbacks to Consider
Tech	<ul style="list-style-type: none"> Web Developer Video Game Developer Tech Repair 	Tech enthusiasts and gadget lovers may like the creative problem-solving, high income potential	<ol style="list-style-type: none"> 1. Define specific need in the industry 2. Research existing technologies 3. Build your version 	<ul style="list-style-type: none"> • Competition • Staying updated with quickly evolving technology
Personal Care	<ul style="list-style-type: none"> Nail Techs Hair Stylist Barbers Lash Salons 	Aspiring beauty professionals may like the creative expression and potential for repeat clients.	<ol style="list-style-type: none"> 1. Acquire relevant licenses 2. Develop a business plan 3. Secure a location 	<ul style="list-style-type: none"> • Licensing requirement • Building a clientele • Competition • Expensive start-up costs
Design & Styling	<ul style="list-style-type: none"> Fashion Stylist Interior Designer Jewelry Maker 	Artistic expression, potential for uniqueness are ideal for creative individuals and design enthusiasts	<ol style="list-style-type: none"> 1. Gain relevant education 2. Create a portfolio 3. Network in the industry 	<ul style="list-style-type: none"> • Competition • Changing trends • Client preferences
Food & Beverage	<ul style="list-style-type: none"> Food Truck Owner Baker Chef 	Flexibility, culinary passion, potential for diverse menus for culinary enthusiasts and food lovers	<ol style="list-style-type: none"> 1. Build business plan 2. Obtain permits 3. Create unique menus 4. Secure a location. 	<ul style="list-style-type: none"> • Health regulations • Sourcing ingredients • Expensive start-up costs
Retail	<ul style="list-style-type: none"> Vintage Online Craft 	Unique inventory, income potential for creative makers and vintage enthusiasts	<ol style="list-style-type: none"> 1. Source or create products 2. Set up an online store 3. Market products 	<ul style="list-style-type: none"> • Inventory management • competition • marketing strategies



BOSS

Turn to the next page to build your business plan.





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The best businesses follow well-laid plans. Use the template below to outline your business plan if you are considering a future as an Entrepreneur.



Mission

What is your Why?

Business Goals

How will you accomplish your mission? How will you know if you're successful?

Company Description

What will your business do?

Financial Analysis

What will it cost to start? Where will your funds come from? When will your business begin making money?

