

Enterprise Research Project

Have I thought about?

FOUNDATION OF THE BUSINESS

- What is my business going to do?
- What is its purpose?
- What are my goals?
- How am I going to structure my enterprise?
- Where am I going to operate?
- What is my competitive advantage?
- Is there a market for my business?
- How realistic is success going to be?
- Have I analysed the environment in which my business is going to operate?



PEOPLE IN THE BUSINESS

- How am I going to make decisions?
- If I employ people, what kind of manager would I be?
- What skills do I need to be a manager?
- How many employees will I need?
 - » How will I employ them?
 - » Can I support them?
- How am I going to make decisions?



FINANCE

- How am I going to finance my business?
- How am I going to keep accurate financial records?
- What kind of financial statements am I going to use?
- How am I going to use the financial documents to make decisions about my business?

GLOBALISATION



- Am I going to operate in a global environment?
- What impact with the value of the \$AUD have on my business?



MARKETING

- How am I going to market my business?
- What role is market research going to play in my business?
- Are there any marketing theories that I can use for my business?
- How am I going to monitor the success of my marketing?

LAWS



- Are there any laws restricting what I can do as a business?
- Is government or economic policy going to have an impact on my business operations? e.g. federal budget or interest rates.

TECHNOLOGY

- What technology am I going to use in my business and is it cost effective?

