

## *Get an idea*

What should we do?  
Should we focus on service activity  
or a production company?

## *Be creative*

When we'll choose what to do it's important to search the market. How many competitors with the same service/product are already selling?

## *Have a plan*

It's recommended to make a business plan (brief operating of the company), which we'll have to change a lot, because the market keeps changing.

## *Note also*

When we search the market and we decide if we'll go on with our idea it's important to gather a starting capital and resources needed to create the company.

## *Success doesn't come overnight*

Promoting - social networks,  
posters, advertising panels

## *Izberi idejo*

Kaj bi počeli?  
Ali bi se usmerili v storitveno ali proizvodno podjetje?

## *Bodi izviren*

Ko se odločimo, kaj bomo počeli, je potrebno raziskati trg. Koliko konkurentov z enako storitvijo/izdelkom je že na trgu?

## *Imej načrt*

Priporočljivo je izdelati poslovni načrt (približno delovanja podjetja), a ga moramo skozi delovanje redno posodabljati, saj se trg nenehno spreminja.

## *Upoštevaj tudi*

Ko raziščemo trg in se odločimo, ali bomo z svojo idejo nadaljevali, je potrebno zbrati začeten kapital in sredstva za ustanovitev podjetja.

## *Uspeh ne zraste čez noč*

Oglaševanje - socialna omrežja, plakati, reklamni panoji

