



1. Why am I starting a business?
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2. What kind of business do I want?
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3. Who is my ideal customer?
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4. What products or services will my business provide?
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5. Am I prepared to spend the time and money needed to get my business started?
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6. What differentiates my business idea and the products or services I will provide from others in the market?
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7. Where will my business be located?
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8. How many employees will I need?
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9. What types of suppliers do I need?
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10. How much money do I need to get started?
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11. Will I need to get a loan?
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12. How soon will it take before my products or services are available?
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13. How long do I have until I start making a profit?
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14. Who is my competition?
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15. How will I price my product compared to my competition?
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16. How will I set up the legal structure of my business?
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17. What taxes do I need to pay?
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18. What kind of insurance do I need?

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19. How will I manage my business?

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20. How will I advertise my business?

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