

A BUSINESS GUIDE TO START-UPS



1. DRAG AND DROP THE CORRECT WORDS TO CREATE NOUN+NOUN COMPOUNDS:

MARKET PLAN

IDEA WEBSITE STRATEGY AUDIENCE IDENTITY DEMAND MATERIALS TRENDS ACCOUNT CONCEPT

BUSINESS

TARGET

INDUSTRY

BUSINESS

TARGET

BRAND

BUSINESS

MARKETING

MARKET

BUSINESS

MARKETING

BANK

2. CHOOSE AN APPROPRIATE HEADING FOR EACH SECTION & COMPLETE THE PARAGRAPH WITH THE COMPOUNDS FROM 1.

Start-ups are a challenging yet rewarding journey but requires careful planning and execution. These tips may help you turn your _____ into a successful venture.

Consider your passions, skills, and the _____ for your potential product or service. Research your _____ thoroughly to understand their needs and preferences. [A] Analyze _____ to identify your competitors and increase your chances of success.

Your _____ should outline your _____, target market, _____, and financial projections. [B] Establishing essential processes such as obtaining a _____, hiring employees and setting up accounting systems.

[C] Develop a strong _____, including your logo, website, and _____. Utilize social media, a _____, and online marketing strategies to reach your target audience effectively.

3. WHERE IN THE TEXT DO THESE SENTENCES BELONG? THERE ARE 2 EXTRAS.

It is crucial for attracting customers and establishing credibility.

A well-written business plan serves as a road map for your business and can help attract investors.

However, keep in mind that too much customization can result in a very expensive product or service.

Use their demographics and psychographics to refine your business idea.

Any medium works, as long as it reflects your brand.