TASKS	STATUS
Workshop-I: Getting Motivated, Getting Ideas, Getting Started	,
Acquiring the skills and credentials needed.	
Competitor and Indirect Competitor research	
Product Line	
Supplier research	
General Business needs	
Legal Structure	
Business Name, Business Identity	
Licensing, Certifications, Registered Agent	
Trademarks, Patents, Copyrights	
Business Insurance	
Industry Requirements	
Professional Services	
Operating Equipment	
Online Presence	

I	ndustry Research	
	Industry profile	
	Market Profile	
	Feasibility analysis: market share, assumptions, trends	
	Target Market profile	
	Competitive Intelligence: profile, landscape, strategy	
	Mass Marketing Strategy: influencer, diversity, public relations	
	Incentive Marketing Strategy: rating & reviews, survey, referral, promotional, give away	
-	Search Opt Marketing Strategy: keyword, search engine, inbound	
	Mobile Marketing Strategy	
	Content Marketing Strategy: editorial plan, blogging	
	Affiliate Marketing Strategy	
	Email Marketing Strategy	
	Webstore Marketing Strategy	
	Video Content Strategy	
- (Social Media Marketing Strategy	
	Marketing Mix	
	Marketing Strategy	
	Advertising Strategy	
- (Sales Promotions	
-	Direct Marketing	
	Internet Advertising	
	Advertising Mix	
	Return on Marketing Investment	

Inventory Management Product Packaging & Design Delivery Methods Product Pricing Agreements Investors & Principals Bank Loans Debt Financing Unconventional Funding Feasibility Analysis Cash Flow Assumptions Bank & Merchant Accounts Company Goals Production Processes Order of Operations Departmentalizing Personnel Plan Company Policies	Product Sourcing: manufacturing, retail, service	
Delivery Methods Product Pricing Agreements Investors & Principals Bank Loans Debt Financing Unconventional Funding Feasibility Analysis Cash Flow Assumptions Bank & Merchant Accounts Company Goals Production Processes Order of Operations Departmentalizing Personnel Plan	Inventory Management	
Product Pricing Agreements Investors & Principals Bank Loans Debt Financing Unconventional Funding Feasibility Analysis Cash Flow Assumptions Bank & Merchant Accounts Company Goals Production Processes Order of Operations Departmentalizing Personnel Plan	Product Packaging & Design	
Agreements Investors & Principals Bank Loans Debt Financing Unconventional Funding Feasibility Analysis Cash Flow Assumptions Bank & Merchant Accounts Company Goals Production Processes Order of Operations Departmentalizing Personnel Plan	Delivery Methods	
Investors & Principals Bank Loans Debt Financing Unconventional Funding Feasibility Analysis Cash Flow Assumptions Bank & Merchant Accounts Company Goals Production Processes Order of Operations Departmentalizing Personnel Plan	Product Pricing	
Bank Loans Debt Financing Unconventional Funding Feasibility Analysis Cash Flow Assumptions Bank & Merchant Accounts Company Goals Production Processes Order of Operations Departmentalizing Personnel Plan	Agreements	
Debt Financing Unconventional Funding Feasibility Analysis Cash Flow Assumptions Bank & Merchant Accounts Company Goals Production Processes Order of Operations Departmentalizing Personnel Plan	Investors & Principals	
Unconventional Funding Feasibility Analysis Cash Flow Assumptions Bank & Merchant Accounts Company Goals Production Processes Order of Operations Departmentalizing Personnel Plan	Bank Loans	
Feasibility Analysis Cash Flow Assumptions Bank & Merchant Accounts Company Goals Production Processes Order of Operations Departmentalizing Personnel Plan	Debt Financing	
Cash Flow Assumptions Bank & Merchant Accounts Company Goals Production Processes Order of Operations Departmentalizing Personnel Plan	Unconventional Funding	
Bank & Merchant Accounts Company Goals Production Processes Order of Operations Departmentalizing Personnel Plan	Feasibility Analysis	
Company Goals Production Processes Order of Operations Departmentalizing Personnel Plan	Cash Flow Assumptions	
Production Processes Order of Operations Departmentalizing Personnel Plan	Bank & Merchant Accounts	
Order of Operations Departmentalizing Personnel Plan	Company Goals	
Departmentalizing Personnel Plan	Production Processes	
Personnel Plan	Order of Operations	
	Departmentalizing	
Company Policies	Personnel Plan	
	Company Policies	

Workshop-IV: Organization, Budgeting, Bookkeeping, Reporting				
Business Location				
Furniture & Fixtures				
Office & Computer Equipment				
Software & Efficiency Tools				
Grand Opening Planning				
Startup Capital				
Pull It Together: Time Management, Setup Shop, Execute Biz Launch				
Budgeting				
Bookkeeping				
Reporting				