



## Some tips for getting started :

- Keep business and friendship separate. Choose a business partner because they are interested and motivated in running the same type of business as you, not because they are your best friend
- KEEP A DIARY. It is vital to keep a brief record of all you do in your business, what you buy, how many you sell, how did you work out the costs etc. This will be invaluable when you come to write up the final report
- Still stuck for an idea? Have a look at the ideas page. Try to pick something simple that you will find easy to make.
- Need money (capital) to get started? You could use your own savings, borrow from parents or friends (but you must record this in your report and show that you have paid it back), use some earnings from doing odd jobs etc.

- Confused about managing the money/keeping records? Keep it simple. **Record in your diary**, the date, money you took in or money you paid out, a list of anyone who owes you money or to whom you owe money etc. Ask your parents or a business teacher how to calculate your profit from this.
- Who are your customers (your target market)?  
Some ideas that have worked in the past include:
  - Family, friends, relations
  - Staff & pupils at the market day
  - Parents workplace or office
  - Local community/shops
  - Local markets
- **Start your report early.** This is an important part of the competition. The adjudicators will study this before they meet you at the adjudication day. Again, keep it simple, it should be the story of your business from beginning to end, what you did, how you did it, what you learned from running your own business etc.
- Don't forget to check the Student Enterprise noticeboard outside room 12 for up to date news on the competition
- Check the Student Enterprise website for product ideas and tips for running your business  
[www.studententerprise.ie](http://www.studententerprise.ie)