2. How Does Your Business Work?

Now that you have a clear idea of what your business is and what it will offer, it's time to explain how it will work. This is where you think about the day-to-day operations, the process of delivering your product or service, and how your business will run smoothly.

What will a typical day look like for your business? (Describe the daily activities that need to happen for your business to operate successfully. For example, what tasks will you do? What will your employees do?)

How will you make your product or deliver your service? (Explain the steps involved in creating your product or providing your service. How will you ensure quality? How will it reach your customers?)

How will your customers interact with your business? (Will customers visit a store, order online, or use an app? How will they get in touch with your business and make purchases?)

Who will help you run your business? (Think about whether you’ll need employees, partners, or help from friends or family. What roles will they play?)

Process Breakdown:

Write down the key steps involved in running your business from start to finish.

1. Step 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(e.g., Create the product, set up a store, launch a website)

2. Step 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(e.g., Advertise your product or service, attract customers)

3. Step 3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(e.g., Sell the product, deliver the service, handle customer orders)

4. Step 4: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(e.g., Follow up with customers, manage finances, restock inventory)

Customer Experience:

Think about your customers’ experience with your business.

How will customers place orders or buy from you?

How will you make sure customers are happy with your product or service?

What will you do if something goes wrong?

(For example, a customer has a complaint or a product is damaged.)

Business Plan Summary:

Write a short description of how your business will work. Include how you will make or provide your product/service, how customers will interact with your business, and how you will ensure your business runs smoothly.

Reflection:

- What part of your business operations are you most excited about?

- What challenges do you think you’ll face, and how will you overcome them?

- How will you make sure your business runs efficiently?