

Topic: **Where to look for an idea for a business?**

You know that full time work is not your dream, you feel you want to perform yourself differently? You have already found out that in business you need a hard work and a good idea? The first two you already have but it is worse with the idea. You do not know where to search for an inspiration and how to come up to THIS idea? Let's make a short SWOT analysis of our potential in a little bit different way. Ready?

1. Start from yourself

It is about you - not someone else - you want to run a company. It is you with your business who should feel good. Pretty obvious, but not always. Take a piece of paper and write down answers for the following questions:

- What am I the best in?
- What is my greatest passion?
- What is my graduation and experience?
- What I would like to do in my life?

Written? Read it now at loud. Stop at the second point – it would be nice to work on something that is your greatest passion, right? So try to wonder, is there a business which you could use what you have the best. Your experience and graduation is important as well. Do you perfectly know the industry that you currently work for? Do you have contacts you could use? Record it.

To each of the points write in a business that is familiar to what you wrote.

2. Look around

Do an overview of everything you have. Think of it, what do you have, and what you could transform to a business. Search for material things which may help you with the business or ideas that come to your mind. What you could do with it. Write down everything you have:

- Own immovables (properties). Do you have outbuildings? - great, you can store machines there, a production hall, workhouse or animal husbandry. Do not think about licences, approvals and panel yet. Search for potentials. Write down all immovables where you could have a business even if it would be a room in a house where you can use a desk.
- Devices you have at your disposal. Do you have a sewing machine and you love to sew? Cool, maybe you could think of designing clothes, sewing mascots or at least making alterations.
- Do you have music equipment? Maybe it is worth to consider a wedding band? UV device for nails? Maybe you could establish a manicure point? Write down everything you have.
- Means of transport. Do you have a car which could be used for commercial food delivery? Do you have a truck? Or maybe you have more „exotic“ means of transport - lorry, bus, tank truck. You could have a good business out of it as well.

3. Look further

Now think of a place where you live and its nearest area. Is there anything missing there? Do you have to go 40 km to the closest store with toys/cosmetics/fish/parts (insert any). Are there any missing services? Ask your family and friends what is missing in your town in their opinion? Go to the internet forum of your town and check what citizens complain about, what kind of product they would like to have on the spot - you can even start a new topic with that question. Do not target completely undeveloped fields in your town only. Do not be afraid of a competition (remember the limit - a fifth pizza in a 10,000 citizen town will not be a good idea). Analyse, search, ask. Check what has worked in other similar towns - but still has not been set up at yours. Observe and look for ideas.

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4. Think innovatevily

Most of the ideas start with finding a need. The need that still has not been met by any of products available on the market. Look around. You cannot find it? Produce it and sell.

5. Look for your chance

Sometimes we say that some people are successful only because they are able to find themselves in a right place and right time. It is not entirely true - usually these people just look for their chances. They are everywhere:

- Browse current inquiries and tenders in your neighbourhood - you will know, what kind of contractors are needed and maybe you will find an idea for a business.
- Attend business, networking, social meetings. Everytime try to talk, meet new people, listen others about their businesses. Perhaps you will find there your chance?
- Look for business advertisements. Perhaps someone wants to sell a company, is looking for a partner, wants to expand his or her business in your idea of operations. But be aware - be alert and careful.
- Travels. Are you going for your holidays abroad? Observe how companies work there, search for and form new business relationships. Perhaps you will form a cooperation on the basis of import-export?

6. Internet, press, books, television

Media are a mine of knowledge, literally. Sometimes you can have a feeling that every possible conception for a business has been already described. It is a perfect place where you can find an inspiration. Search for articles in which you can find a catalogue of business ideas, i.e. „10 ideas for a business up to 10.000 €“. It is worth to browse famous press titles regularly, dig into Internet forums, read book on specific industries and watch business programs.

Remember that looking for an idea for a business is a long-lasting proces. Probably you will not find one in a day. So write down all of the ideas that come to your mind - thoughts like to disappear quickly. It is good to dedicate an individual notepad for it, where the first page will be a page with your potentials. Update it on regular basis. Browse it regularly and we hope that you will manage to find this one single idea, that will be hit home. If you find the relevant idea, then it is time to answer the question: „Are you ready for starting an enterprise?“ and think of a dotation.