



Remember, Goods + Movement = Production

Once you have decided to go into a venture, business or otherwise, you need to be conscious of your emotions. You know there are going to be challenges; you know you are healthy and motivated and you have the enthusiasm and energy to handle anything that is thrown at you. You are excited, filled with anticipation over the adventure on which you are about to embark. Your family and friends are supporting you and, equally, show their interest in what you are about to do.

You have secure assets. You may not need to use any of your equity in your assets; you might have enough cash to start your venture. You go to the bank and possibly in their eyes you will look good. You arrange your finances to meet your business plan and your start-up costs. A business plan will normally cover a three- to five-year period. It, too, will need to be looked at and continually modified.