

Real life Example- Startup (Footwear Brand) Example

- **Plan-** We first decide what we must start our business in. For example, footwear
- **Prepare-** Next we must take a loan or look for investors willing to invest their money in the startup.
- **Process-** Contact manufacturers or partner with them (Sourcing of the material/products).
- **Analyse-** Target the right customers by analysing customer data. For example, if we are targeting the youth, we must style/price the footwear accordingly. Also, building stores/kiosk at the right location where the targeted customers are most active is important.
- **Share-** Communicate the idea to the investors/founder/cofounder/manufacturer so that execution can be done
- **Act-** Then we finally execute it!