

i, EQUITY FUNDING:

Equity funding refers to raising capital through the sales of shares in a company. In exchange for the capital, investors receive ownership in the company in the form of equity or shares.

This is different from debt funding, where money is borrowed and must be repaid with interest. Equity funding can be advantageous because it does not require repayment, but it does involve giving up a portion of ownership and control.

WAY TO RAISE EQUITY FUNDING:

i, Initial public offering (IPO)

ii, Private Equity

iii, Venture capital

iv, Angel investors

v, Crowdfunding

i, INITIAL PUBLIC OFFERING:

When a company offers its shares to the public for the first time.

ii, PRIVATE EQUITY:

Raising funds from private investors or firms, often in the form of venture capital or angel investors.

iii, VENTURE CAPITAL:

Investment from firms or individuals who specialize in funding startups with high growth potential in exchange for equity.

iv, ANGEL INVESTORS:

Wealthy individuals who invest in early-stage

business in exchange for equity or convertible debt.

i, CROWDFUNDING:

using online platforms to raise small amounts of money from a large number of people in exchange for equity.

ii, PRODUCT LIFE CYCLES:

The product life cycle (PLC) refers to the stages a product goes through from introduction to decline in the market.

These stages help businesses analyze the performance of their products and make necessary adjustments in marketing, production and strategy.

STAGES OF PRODUCT LIFE CYCLE:

Introduction

Growth

Maturity

Decline

i, INTRODUCTION:

The product is launched and awareness is being created. Sales are low due to limited awareness and the company may incur costs in marketing and distribution. Profit is typically negative or low at this stage.

ii, GROWTH:

Sales begin to rise as the product gains acceptance in the market. Profit increases and competitors may enter the market. The focus is on brand recognition and expanding distribution channels.

iii, MATURITY:

Sales growth slows down as the product reaches its peak market penetration. There may be price competition and business focuses on differentiating the product and maintaining market price share. Profits may begin to stabilize.

iv, DECLINE:

Sales and profits starts to decline due to newer products or changes in consumer preferences. Companies may discontinue the product, reduce price or attempt to rejuvenate it through repositioning.

REGISTER A COMPANY:

The process to register a company can vary depending on the country, but it generally follows these steps:

- i. Choose a Business structure
- ii. Choose a Company Name
- iii. Prepare Documents
- iv. Register with the relevant authority
- v. Obtain Licenses and permits
- vi. Register for Taxes
- vii. Open a Bank Account
- viii. Comply with post-Registration Requirements

i. CHOOSE A BUSINESS STRUCTURE:

Decide whether the company will be a private limited company, public limited company, sole proprietorship, partnership etc..

ii. CHOOSE A COMPANY NAME:

Select a unique name for the business that complies with the regulations of the country's company registration authority. It should not be identical to existing company names.

iii. PREPARE DOCUMENTS:

These may include the memorandum of association (MOA), Articles of association (AOA), and other forms required by the company registrar. These documents outline the company's operations and governance structure.

iv, REGISTER WITH THE RELEVANT AUTHORITY:

In many countries businesses need to be registered with a government body like the Companies House, the Ministry of Corporate Affairs or the SEC. This typically involves submitting your documents and paying a registration fee.

v, OBTAIN LICENSES AND PERMITS:

Depending on the business type, you may need additional licenses

Eg for health safety or food businesses

vi, REGISTER FOR TAXES:

The company must be registered for tax purposes (eg. getting a tax identification number or registering for VAT, depending on local laws.)

vii, OPEN A BANK ACCOUNT:

After the company is registered, you'll likely need to open a corporate bank account to manage finances.

viii, COMPLY WITH POST-REGISTRATION REQUIREMENTS

After registration, there may be ongoing compliance requirements, such as annual filings, audits or maintaining ^{an} a registered office

The specific steps may differ based on the jurisdiction, so it's important to refer to the local legal and regulatory authorities when starting the registration process.