My business will be to sell website templates and personalised websites for specific people, included will be Control over social network and advertisement.

**SWOT analysis:**

**My Strengths are:**

1. I have knowledge of web design so I am already ahead of most people.
2. I already have experience making websites and have developed many templates.
3. I am always learning new techniques so I can expand my horizons.
4. Good at talking to people to gain their confidence to convince them to buy my products.

**My Weaknesses are:**

1. I am in school which means I will not have as much time to develop websites.
2. I am not very experienced so I will need to learn a few things.

**My Opportunities are:**

1. I will meet new and interesting people.
2. Create new contacts to help expand the business.
3. Create new ideas to expand the business.

**My Threats are:**

1. Other people doing the same as me.
2. I am in school so cannot spend as much time on the websites.
3. I am underage so many people will not trust me.

**Summarise what your SWOT analysis shows:**

My analysis shows I already have an experience with web design; I cannot work a lot because I have school, I will be able to meet new people and the main competition are other people doing the same.

**Do you think you are suitable to run a business? Explain your answer.**

I believe I am suitable to run a business as I can work hard, I do not need any money to start up my business, I already have experience in this area so know what to do and can communicate with the customer to find out everything I need to.

**Why is it important to consider SWOT when planning to start a business? What are the benefits to a person of starting a business?**

It is important to consider SWOT as it shows you what you are good at, what you need to improve, what you will get out of it and any problems you may face. This means we will be able to see if the business is going to work. There are many benefits to starting a business as you work the hours you want to work, can start with as little or as much capital as you want, you can choose all of the options which go into your business.

**Why must you consider issues when starting a business? Use examples to illustrate your answer.**

We must know the issues when starting a business because we need to know what could go wrong and be prepared when it does go wrong.

**What is a mission statement?**

Summary of the aims and views a company.

**Find a mission statement from a company that you are aware of:**

“Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. Apple leads the digital music revolution with its iPods and iTunes online store. Apple has reinvented the mobile phone with its revolutionary iPhone and App Store, and is defining the future of mobile media and computing devices with iPad.”

**Why is that their choice in mission statement?**

The chose this as their mission statement as it shows the high quality products and shows they are the leaders in the market.

**Our mission statement:**

We strive to design and develop affordable websites to those who want them, to achieve the otherwise impossible with the websites and revolutionise the way websites are developed.

We do this to:

* Make money for a decent living.
* There is a gap in the market for affordable personalised web design, they are all very expensive.
* Turn a hobby into a business.

**3 Business Objectives:**

I will make £700 within the first 7 months.

I will create a self-sustaining business within the first 3 months.

I will help customers with their needs.

**How it affects the personal and social life:**

It will mean I might need to put more time into the business as there will not be many people working for me, I might make so much money I don’t need to work that much, in this case I might have a bigger social life as I don’t need to work as long.

**Personal Objectives:**

* To be my own boss
* Work any hours I choose
* Grow a successful business

**Explain using examples the benefits of starting a business:**

* You can work the hours you choose. This is good because I can work whenever I want, so I have a fully flexible time table. Although this could be bad because I put off working meaning I fall behind on my work and don’t get paid.
* You get most or all of the profit. This is good as you get much more pay than if you had a partner. Although this is bad as I could be taking too much money and not leaving enough in the business.
* You are your own boss. This is good as you control every aspect of the business. This could be bad because all the blame falls on me this is called full liability.
* You get to make all of the decisions. This is good as you have full control over all of the decisions made. This could be bad as sometimes you need to have another person to give different ideas.

**Why use SWOT analysis and create Objectives when starting a business?**

We use SWOT analysis to assess what are strengths, our weaknesses, our objectives and our threats are. With this we can see what we need to improve on, what could affect our business and what we will get out of it. We create Objectives to assess what we need to do next in the business; how we can achieve this and how to improve on it.

**Issues that may occur when starting a business:**

* The competition may offer the same at a lower price.
* I may need to put the money back into the business, not making much of a profit.
* I may need to work long hours.