

readysetgo

SET:

GET INFORMED!

The Set stage of business is the critical step of getting informed with all the information required to make a product that meets customer needs. As a business is all about the customer, it is crucial to carry out research in order to make a product that will improve their lives. Careful planning means a better business and a higher likelihood of reaching the business goal.

In the Set stage kidpreneurs will 'get informed' about their:

- 1. TARGET MARKET**
- 2. PRODUCT DESIGN**
- 3. PRODUCTION LINE**
- 4. PRICING & PROFIT**