

THE ENTREPRENEUR'S ROADMAP

LAUNCH STAGE

1

Prepare for your entrepreneurial journey:
Understand the entrepreneurial mindset and build the skills you need to thrive



2

Select and test your idea:
Create an innovative idea and conduct a feasibility study

3

Plan and launch your business:
Develop a business plan and launch the enterprise.

MANAGEMENT STAGE

6

Manage your people:
Manage processes and procedures, hire right and plan for succession

5

Manage your customers:
Create a competitive advantage, communicate your value proposition and become a better negotiator

4

Be a better leader:
Formulate the right strategy, analyze business problems and make strategic decisions



FUNDING STAGE

7

Sources of funding:
Identify the optimal source of funding for your business



8

Attracting funding:
Learn what to do to attract investors

9

Managing funding:
Craft favorable funding terms and negotiate in your best interest

GLOBAL STAGE

12

Deciding to go global:
Evaluate new markets and decide whether to expand your business

11

Global ecommerce strategy:
Integrate ecommerce into your business model and acquire international clients

10

Global market entry strategy:
Prepare to launch an international SME brand



Advanced Strategies Entrepreneurship Roadmap

Martin Wills Ofori-Atta



Advanced Strategies Entrepreneurship Roadmap:

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