

image not found or type unknown



The word “startup” has become very popular lately for describing small businesses, in particular, open-minded young entrepreneurial people. However, few new entrepreneurs think about what makes a project successful, how to increase revenues by reducing production costs, and how to make buyers “want” what you are offering. Whatever you say, it’s not easy to launch your project on the market, as it seems at first glance. And competition is not a major issue. The choice of activity or “niche” takes much more time and takes a lot of energy. A large number of potentially successful startups end at the same stage, before they begin. Even for renting a garage, where, as you know, many successful startups began, money and a great desire to work on the idea are required. If one of these components is not or not enough, then you can turn to professionals to create and develop startups. In this case, you will immediately see a clear plan for creating and developing a business from the zero cycle before the first profit. In fact, today it is difficult to find a niche in which competition will be minimal. You can even not think about its absence. But if you took up such a thing as building your business online and offline, then you should not approach this issue with the idea of staying in the background. The less or weaker competitors, the more chances you have. The higher the competition, the greater the likelihood of a glut of the market with a product and that means you have nothing to do with it.