Mazonai: Don’t launch your start-up idea until you have done these 6 things

Wednesday 16 March, 2016

Mazonai, a firm that supports young entrepreneurs, reviews six critical steps that any new business owner or entrepreneur must take before making their idea a reality.

About Mazonai: http://www.mazonai.com/about-us/

Entrepreneurial activists Mazonai believes that in business, the pre-launch phase can be decisive in the success or failure of a start-up venture. The pre-launch is the foundations in which a lot of revenue will be placed upon. During the prelaunch entrepreneurs can take the opportunity to learn from any hiccups that could be costly once the launch is in progress.

Mazonai shares their 6-point checklist for new start-ups:

1. Decide What's Useful, Discard The Rest – By disregarding unconstructive criticism it will allow focus to lay where it is needed. By planning the start-up journey, it will allow anticipation of future setbacks to be made and possible strategies to be developed in the meantime. Entrepreneurs need to tune into the difference between a negative sceptic and a useful mentor.

2. Know What Works For Your Competitors - By identifying their competitors' strengths and weaknesses, entrepreneurs can then devise strategies for improving and streamlining processes better suited to a personal brand and business model.

3. Simplify Your Ideas – Clear and concise ideas are key to a clear and forward starting business model. By setting clear objectives it will be easier to maintain the brand's vision as the business grows. A company culture is as important as the product itself, and by ensuring all aspects of business are synchronised, it will allow the company culture to be maintained long term.

4. Self-Educate – Find a mentor, then find some more. By expanding a personal network, it will allow the initial start-up challenges to be overcome quickly and effectively. Mazonai encourages its independent contractors to read business books to develop personally and add value to their personal brand, and keep abreast of any market changes.

5. Outsource Work Right Away – With disposable revenue generally low in the initial stage, it can be better invested in experts in that area. By saving costs on building an internal workforce and skills training it can be a great solution to meeting demands in the short term, and possibly long term. When outsourcing, use it as an opportunity to take note on processes and how effective and efficient they are. Ask why at every opportunity to understand the processes in greater detail for future reference.

6. Look Past the Money – By developing the business process and the fundamentals on how the model will work, it will allow the financial aspect of the business to be a positive side product. Be mindful of non-essential spending and profit margins will increase.

Mazonai often invests its time and revenue into assisting new start-ups. By offering advice and guidance in the start-up phase they can identify great opportunities to lend a hand to those in need. The firm feel it is part of the responsibility as a successful business owner to give back to the local community and invest where possible.

Mazonai is an outsourced sales and marketing firm based in Watford. The firm specialises in a unique form of direct marketing which allows them to represent their clients' brands to consumers via face-to-face marketing techniques. By connecting one-to-one with consumers the firm is able to establish long-lasting and personal business relationships between brand and consumer. This often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

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