

LASER ENGRAVING STARTER KIT

START



SINGLE SPARK
Your business-in-a-box!

INTRODUCTION

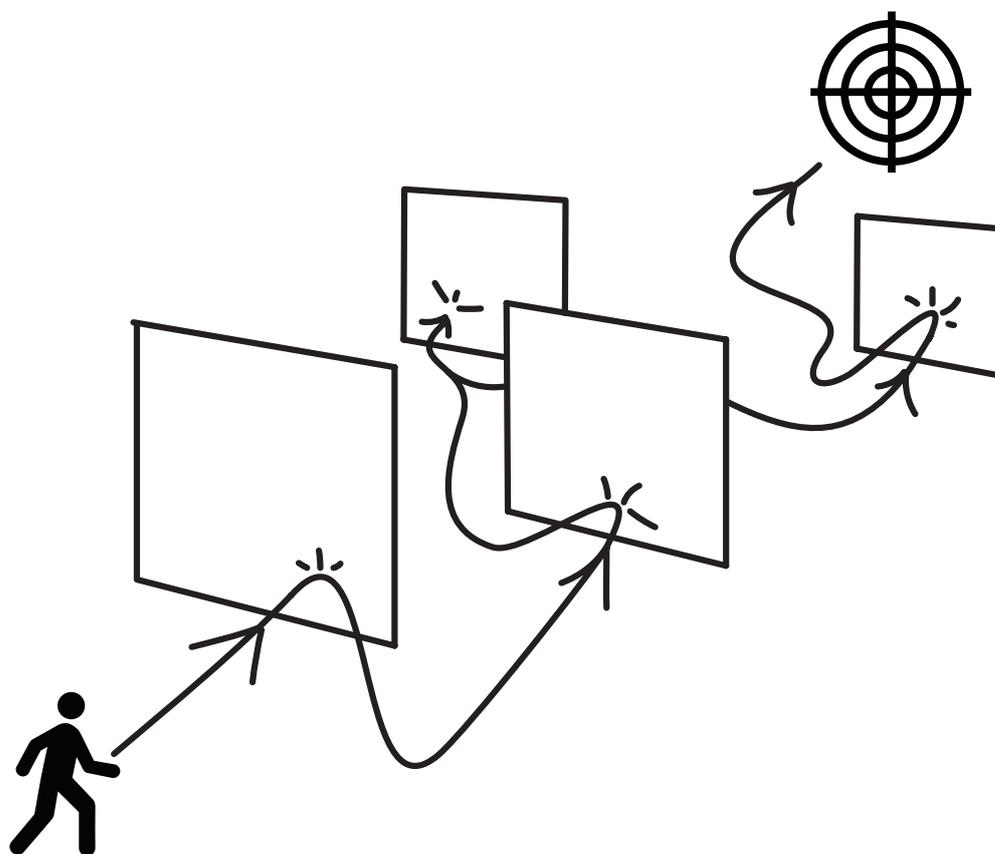
START

Ok, let's get started. This START booklet gives an overview of the steps that can be taken to start your business. You already did your feasibility study and wrote your business plan. You're already on your way and have made some steps. The first chapter of this booklet shows the path you are going to walk as an entrepreneur. For each step it shows how the business-in-a-box can support you.

In the second chapter, we give you the golden rules of your business, some things you should always keep in mind as you run your business.

The third chapter supports you as you make a planning. In the coming months you'll have a lot to do and it's important to stay on track and do things at the right time.

The fourth chapter provides a template for your investment plan. In the investment plan you'll write down how you'll use your starting capital.



LASER ENGRAVING

ABOUT THE BUSINESS

With this business you are using a laser machine to engrave and cut existing or new products. The clients will deliver their product and will decide on the design or text that will be engraved or cut out. With the use of a 2d computer program you will transfer the chosen design to the Laser machine. In a couple of minutes the laser will burn/engrave the chosen design on the product. Your satisfied client will leave your store with a customized item e.g. wallets, belt, mobile phone cases with his own name, logo or text.

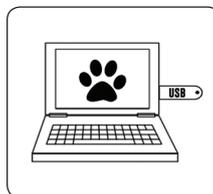
- 1 Client deliver product
- 2 Client choses image / text or design for engraving on product
- 3 With a 2D computer program you transfer chosen design to a readable file for the laser machine
- 4 You import and activate the file on the laser machine
- 5 Happy Costumer leaves store with his engraved product



1



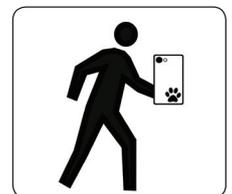
2



3



4

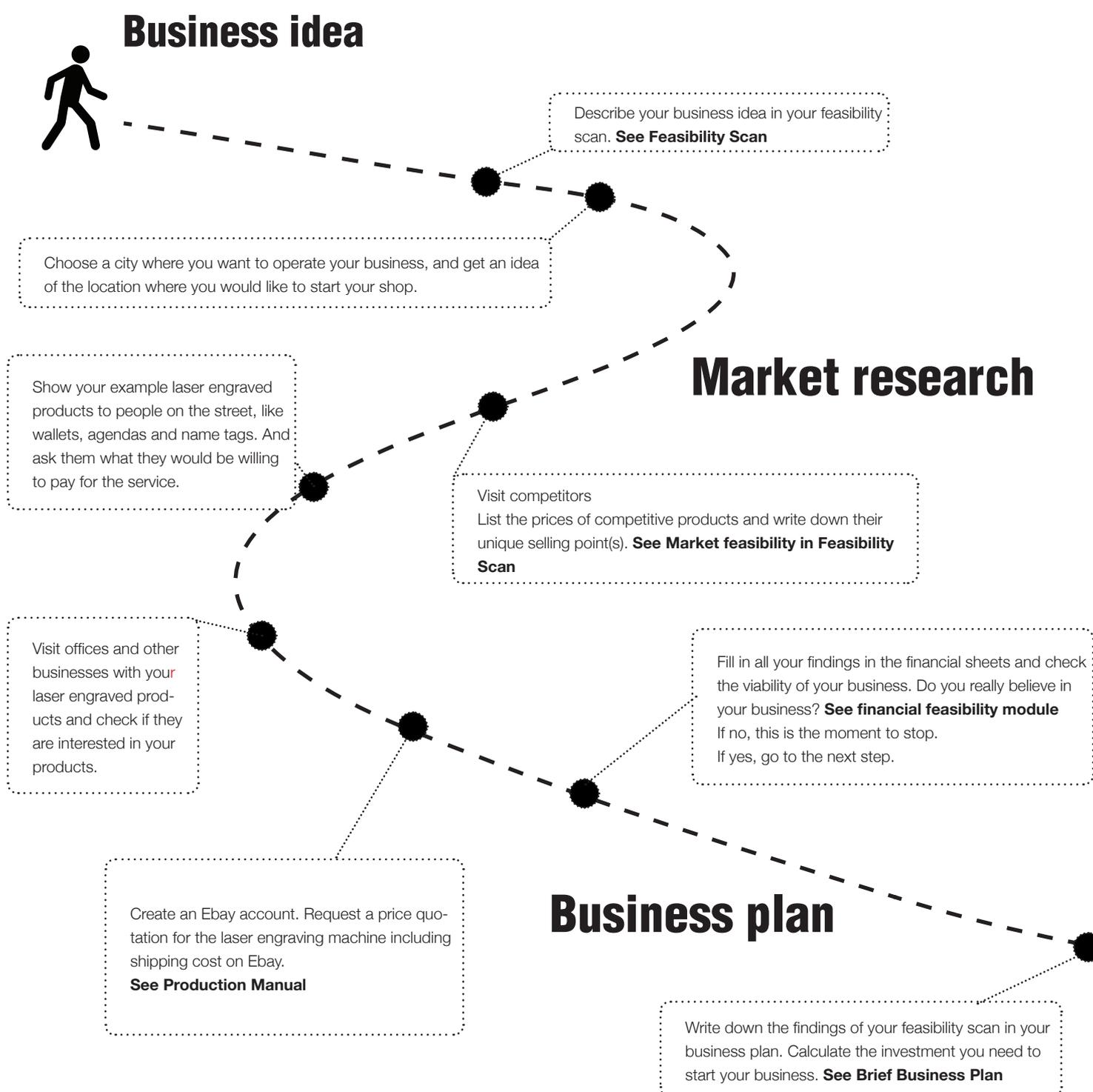


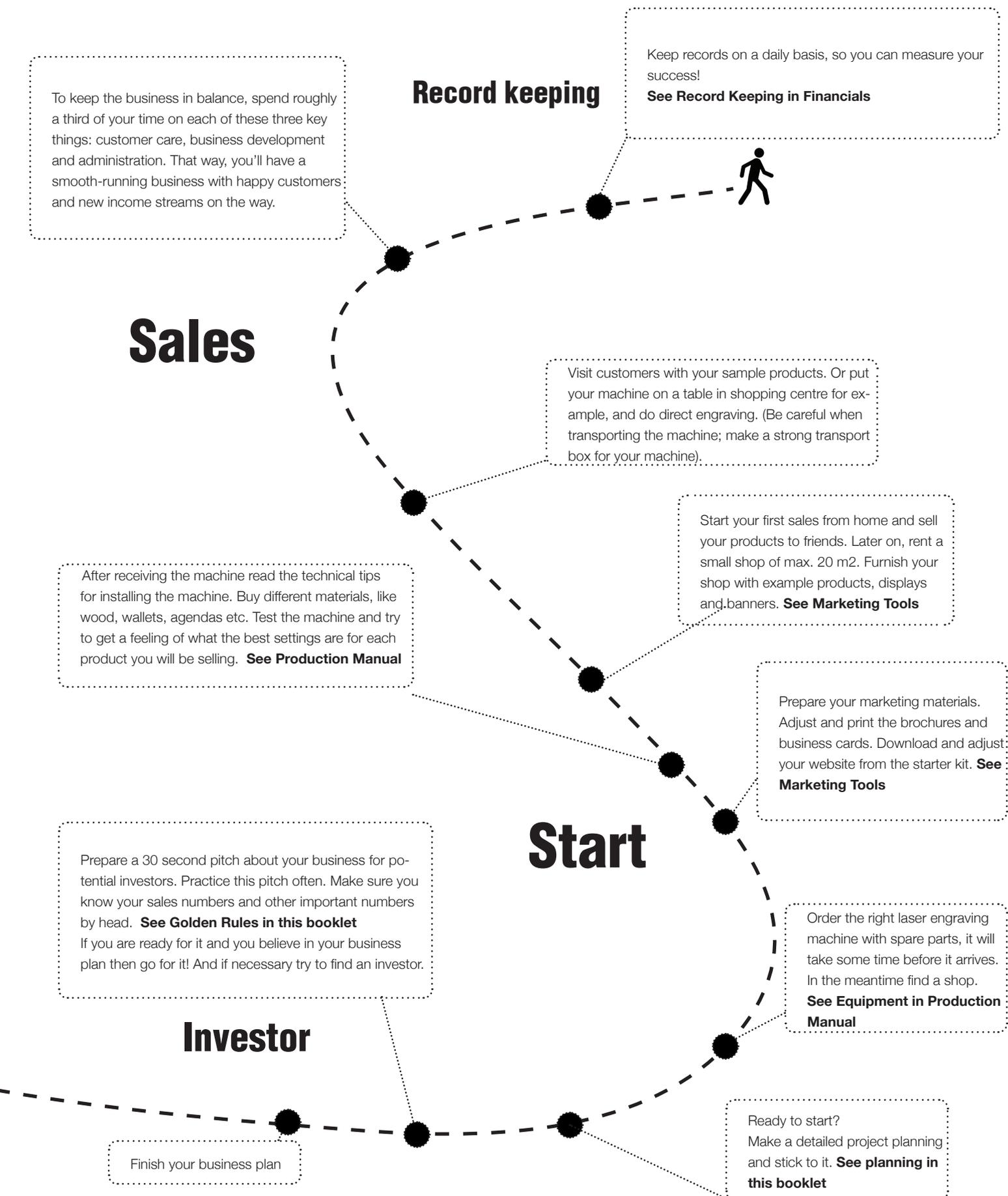
5

CHAPTER ONE

STEPS

As a starting entrepreneur you're going to walk an uncertain path with challenges and a lot of questions. The image below gives you an overview of all the steps you might take to start up your business. Furthermore it shows the corresponding tools of the Business-in-a-Box which can help you to make this path less uncertain and easier to follow.





CHAPTER TWO

GOLDEN RULES 1

Here you can find some golden rules for your laser engraving business.

Buy spare parts for your laser engraving machine

Read the instruction manuals and watch the instruction videos before installing the machine

Test many different materials before you start engraving somebody else's belongings

Make good samples of all the products you can make on different materials and show these to customers

Do instant engraving, so your customers can take their product home directly

Focus on engraving the logos of football clubs

Organize special promotions around Valentines Day and Christmas for example

GOLDEN RULES 2

The general golden rules for start ups.

Start small. Keep the cost as low as possible. Only buy the essential equipment and machines. After the start up phase when you have a better understanding of the market, expand your business.

Follow the golden triangle – to keep the business in balance, spend roughly a third of your time on each of three key things: customer care, business development and administration. That way, you'll have a smooth-running business with happy customers and new income streams on the way.

Try to negotiate with your investor/bank seed capital and the option of working capital later on.

Make sure you have good marketing materials right from the start, this will give your business a more professional look. Make yourself visible, meet with many potential customers.

Keep clear records. Write down all your costs and income to calculate your profit and loss

If you use private money for your business, or business money for private use make sure you write it in your records. Otherwise you won't know whether you have made a profit or not.

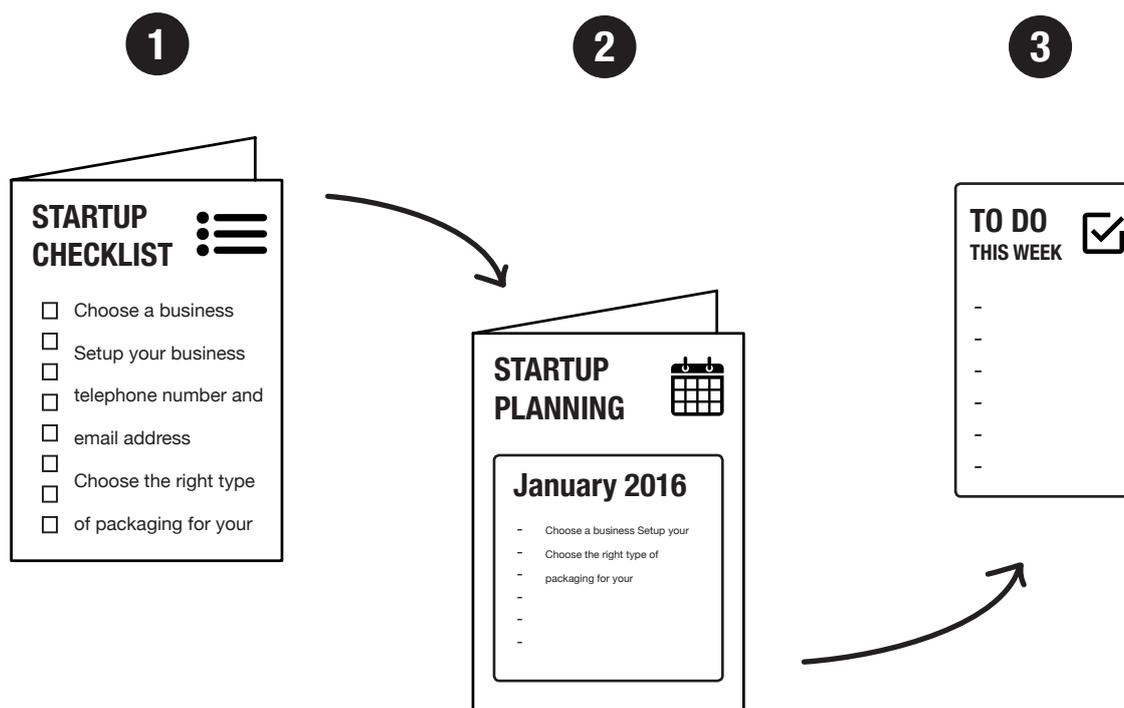
Don't be afraid to ask for help. There is nothing wrong with finding it difficult to get your business on its feet at first – in fact, challenges are expected. Don't ever be afraid to ask for help – if you don't speak up, your problems could get worse.

CHAPTER FOUR

PLANNING

Once you've written your business plan, make a planning about what you need to achieve by which date. This planning is an absolute must, and this chapter will help you out.

To start or expand your business you'll have a lot on your mind. In the following pages you can find a Startup Checklist of things which you should think about. You can add topics if necessary. We advise you to strikeout the irrelevant topics. The best way to accomplish all the relevant topics is to first prioritize and re-arrange the topics in your Startup Planning. After that you can schedule the topics more specific in your business agenda or To-Do list (which you can download from your personal website) or maybe use the calendar on your mobile phone.



See your personal account to download your Start Up Checklist



See your personal account to download your Business Agenda

1 STARTUP CHECKLIST

Please strike through all items that are not relevant. Thereafter put all relevant items in your Startup Planning.

Example:

- ~~Choose a business name~~ = Not relevant
- Choose a business name = Item putted in Startup Planning

MARKETING

- Choose a business name
- Setup your business telephone number and email address
- Choose the right type of packaging for your juice (right volume, material and cost)
- Design a logo, label and business card
- Design brochure, see booklet ‘How to make a Brochure’
- Test your, product, logo, label and slogan with a test panel to get feedback on the attractiveness
- Order business cards
- Order brochures
- Register an internet domain name
- Set up a website
- Register social media profiles
- Ask your social media friends to help spread the word
- Add your new logo to your business social media accounts
- Make a list of potential customers

REGISTRATION

- Decide the legal structure of your business (sole proprietorship, partnership, corporation, Limited company).
- Register your business
- Register at the tax department
- Open a business bank account

PRODUCTION

- Purchase the essential equipment
- Rent retail or office space
- Line up suppliers
- Order packaging and labels
- Setup a business Pay Pal account.
- Setup an Ebay account
- Hire your first employee
- Install machine or equipment
- Make your first products and test the quality

LATER THIS YEAR

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

3 TO DO LIST

To actually get things done from your Startup Planning you need to make a To-Do list every week with all the tasks you want to complete. You can use the separate to-do list booklet or you can use your agenda to fill in all your tasks.



See your personal account to download your Investment Plan.

CHAPTER FIVE

INVESTMENT PLAN

Make an investment plan to show how you will use your starting capital
See your personal account to download a digital version of this file.

	Name:	Date:
	Business Name:	
Fixed assets:		
Working Capital:		
	Total investment needed (USD):	



See your personal account to download your Investment Plan.

© 2016 by Single Spark.

All rights reserved. No part of this document may be reproduced or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without prior written permission of Single Spark.

Single Spark
The Netherlands
www.singlespark.nl
+31(0)646902592