



Can you afford to go a few months without income? If not, how are you going to get that income? Factor your salary into the loan? Keep your day job? Get a day job? Not start the business until you have enough savings to go a few months?





Is there a manufacturer's suggested retail price? How much do your competitors charge for similar products? What's the standard markup in this industry?

How will customers get to you, or you to them?



What hours will you work? Will those hours be convenient for your customers? Do you need employees to cover extra hours?