10 Pitfalls to avoid, and how to avoid them

Let's take on board the major reasons most startups fail, and how you can avoid them. This should act as a quick summary of the 10 major pitfalls, and how the Business Launch Code helps you to avoid them.

1. *Poor management:* You can avoid this trap by ensuring that you have the right people on board, and have a clear plan.

2. *Insufficient capital:* Thinking through your numbers and how you are going to fund your business will help you to avoid this challenge.

3. *Lack of planning / clear objectives*: Creating a clear business plan will help you to deal with the risks posed by lack of planning.

4. *Poor marketing:* Step 6 - which is where you create a marketing plan - should prevent this issue from arising in your business.

5. *Idea not validated:* The validation stage (Step 3) deals with this.

6. *Lack of knowledge and experience of the sector:* By and

large you can negate this as an issue by undertaking market research and really learning about your market. Having the right people on board to plug gaps that you may have also effectively prevents this from being a challenge for your business.

8. *Failure to adapt to changes and developments:* Continued market research and having a clear plan will help you deal with this scenario.

9. *Unrealistic expectations:* The research and number crunching you undertake in Steps 1 and 2 will help you to effectively remedy any issue regarding unrealistic expectations, further assisted by having a clear business plan.

10. *Poor financial management / Inability to control costs:* You can deal with this issue by understanding the numbers of your business, having a clear plan, having the right people on board and having the proper systems in place.

11. *Poor administration and record-keeping:* Having the proper systems in place will help you to prevent this issue from arising in your business.