



**CE Entrepreneurship
Getting started in enterprise.**

Business idea:	<i>“The Personalised Diary Company”</i>
Description:	<i>Diaries printed with just the public holidays you want and with all your personal events, birthdays, anniversaries, reminders, important dates, etc. A unique gift, fully bound in a variety of binding styles in a choice of colours with embossed name on hard or soft front.</i>
Personal goals:	
Business style:	
About profits and growth	

My strategy is:	
Critical resources:	
Hard infrastructure:	
Soft infrastructure:	
Do I fit?	