



1. The first step in the process of creating a business plan is to conduct a market analysis. This involves researching the industry, identifying potential customers, and understanding the competitive landscape. A thorough market analysis helps to define the scope of the business and provides valuable insights into market trends and opportunities.

- “The frog does
- not drink up
- the pond
- in which
- he lives.”
- *Native American*
- *Proverb*

- Native American
- Proverb