

Kam na Mauri!!!

Kanoan Te Reirei

Start Your Business

- 1. E riai bwa ko na wakina am Karikirake?**
- 2. lango ni karikirake**
- 3. Barongaam te mwane inanon wakinan am karikirake**
- 4. Am anga ni katanoata am karikirake**
- 5. Kawakinan ke kamanoakin waaki nikabane n te bitineti (Tauanimwi)**
- 6. Katean am karekemwane**

E riai bwa ko na wakina am karikirake?

Bukin tera??

- Ibukin karekean te maeu raoi
- Ibukina bwa I kan riki bwa te aomata ngai ae I kinaaki man tanoata taekau
- Ibukina bwa I kan buokiia aomata (n au karikirake aio)
- Ibukina bwa I kan riki ni boss I bon irou
- etc

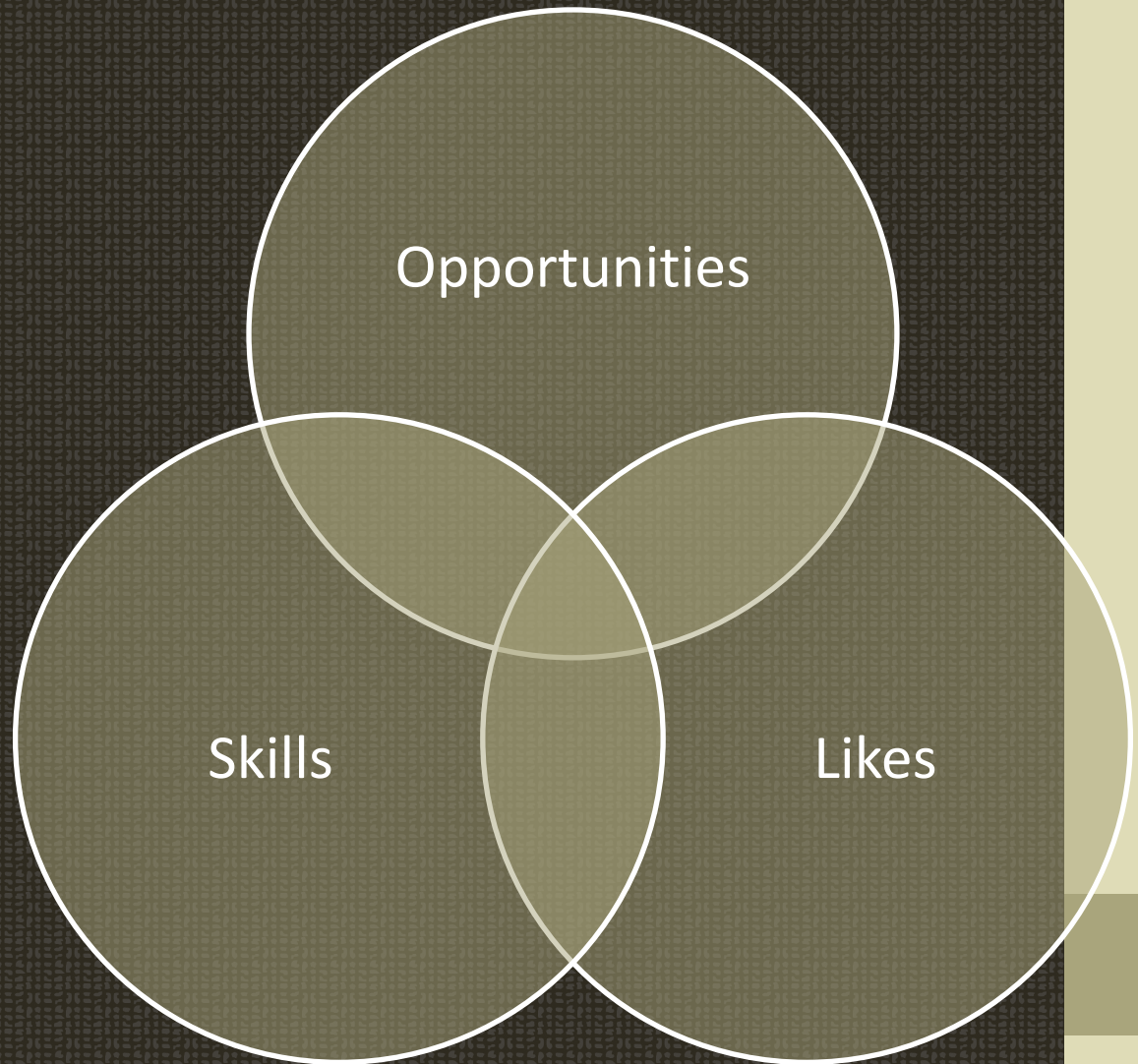
Baikara bwaai aika ko kainanoi?

- Kabitare
- Aran am karikirake (are ko na kinaaki iai man registered n MTCIC)
- Products/Services
- Am tabo
- Aomata ake ana kona n mwakuri iroum ao n rabakau kabutan am waaki ni karikirake
- etc

Iango ni karikirake

Activities:

- I. Taiaoka ma korei
baika ko rabakau
(Skills) ni waakin
inanon am
karikirake anne?
- II. Taiaoka ma korei
anga aika ana kona
n reke iroum man
wakinan am
karikirake anne
(Opportunities)
- III. Taiaoka ma korei
baika e mamate iai
nanom man am
karikirake anne
(Likes)



Barongan te kabitare/te mwane are ti na waaki ma ngaia

E riai bwa ko na atai aikai

- ❖ Step 1: Start up Capital
- ❖ Step 2: Operating Cost
- ❖ Step 3: Source of Capital
- ❖ Step 4: Pricing
- ❖ Step 5: Breakeven Point

Kakaean mwaitin te mwane are ko na kabanea ibukin kabutan am bitineti

LIST OF OPERATING COST	AMOUNT (AUD)
TOTAL	

TOTAL SET UP COST



- Te mwaiti aio ae ko kainanoia raoi ibukin moan wakinan am bitineti

Te mwane ni buoka ke mwanenakin ara karikirake

- a) E kona n reke man ara saving
- b) E kona n reke man te loan (DBK/ANZ)
- c) E kona n reke man te tarau mai irouia Suppliers
- d) Etc



Pricing

- Am katei boo e na riai n bubura nakon am costing
- Ko riai n katea am boo man noran am costing bwa iraua
- Am katei boo e na aki rangi ni bubura n te aro are ana manga aki kona ni kabooa customers iroum
- Kabotaua naba am boo ma business ake a kabonakoa te same product ke service ma ngkee
- E kakawaki bwa am katei boo e na riai ni kaitara am kabanemwane nikabane

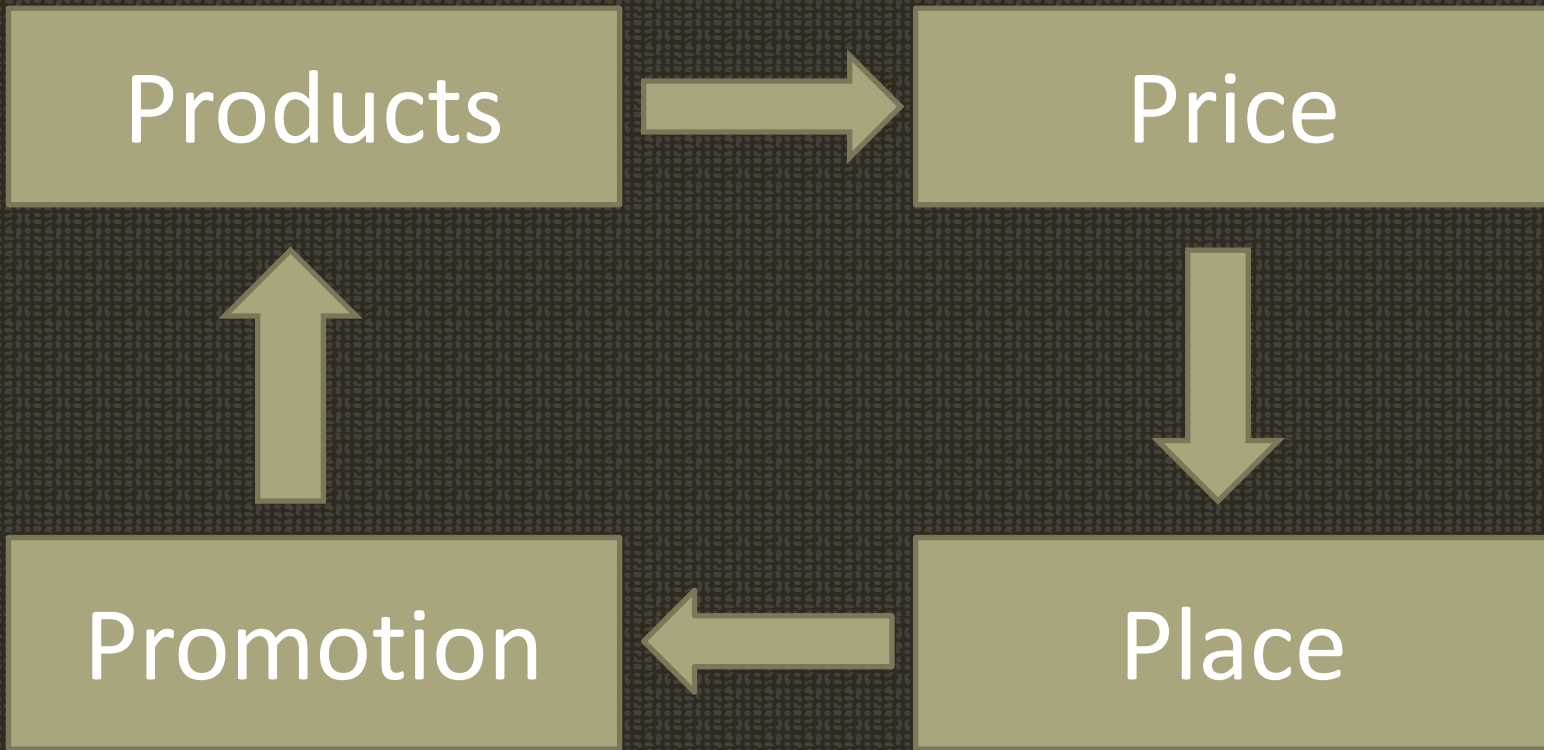
Breakeven Point

- Te katautau iaon mwaitin am product/services are ko na kabonakoa ao e na kona ni kaitara am kabanemwane n am bitineti ao e na reke te raka imwina
- Formula:
$$\text{BEP} = \frac{\text{FC} \times 100}{(100 - \text{VC})}$$
- FIXED COST: Te kabane mwane are e aki kona ni bibitaki n te bitineti, e.g Rent, Loan Repayment, Wages, Insuarance, Business licence, etc
- Variable Cost: Te kabane mwane are e kona ni bitaki ngkana iai bitakin am product ke am services e.g Fuel, Electricity, raw material,s etc

Am anga ni katanoata am bitineti

- **Ko na riai n ata am mwakete:** Bon te kawai teuana ibukin kabonakoakin am products/service (Advertising & Promoting)
- **Ko na riai n kinaia am customers:** Aomata aika a roroko ni kabooi ke ni kamanena am service ao bon aomata naba aika a kainanoa am product/service
- **Ko na ataia bwa buburara am bitineti:** Iraua ae ko kakarekea n te bong teuana ma teuana ao mwaitira am customers aika a roroko iroum n te bong koraki
- **Ko na riai n ataia am competitors :** Iraua boon aia product/services a mena iaa ao buburara aia bitineti
- **Ko na kanga ni karokoia am customers:** Iri bobotaki nako (aro, te kaawa etc) karaoa te delivery nakoia ake e kanganga te mwamwananga irouia ma a kainanoa am service/Product, etc

4 P's, e kakawaki bwa ko na atai



1. Product: e kakawaki bwa e na baketenaki, labelling, kangkang etc
2. Price: e na riai n boo raoi ao n materaloi
3. Place: E na riai n tei n te tabo ae kai reke irouia aomata
4. Promotion: Katanoatai am products, service n facebook, word of mouth, radio etc

Kawakinan tauan waaki nikabane n te bitineti (Tauanmwi)

1.

**Te tauanimwi e kaota raoiroin
butin am waaki ni karikirake**

2.

**Te tauanimwi e kaota mwin am
mwakuri ibukin butin am karikirake**

3.

**Te tauanimwi e kona ni buokiko
ibukin am plan n taai aika imwaim**

Kawai tabeua ibukin totokoan te mwakuri buaka

- ❑ E kakawaki karekean te bowi ma am taan mwakuri (eg teuana n katoa week)**
- ❑ E riai karaoan naba ae raoiroi iroum ngkee te owner bwa ana kona n katotonga anuam am taan mwakuri**
- ❑ E kakawaki ongoraeakinan aia kanganga am taan mwakuri**
- ❑ E riai bwa kona kakukureia n aron tao ataakin aia koronririki ibukin karekean te bwai ae uarereke nakoia (eg Cake)**
- ❑ etc**

Kam bati n rabwa

ao

Te titiraki ngkana iai??