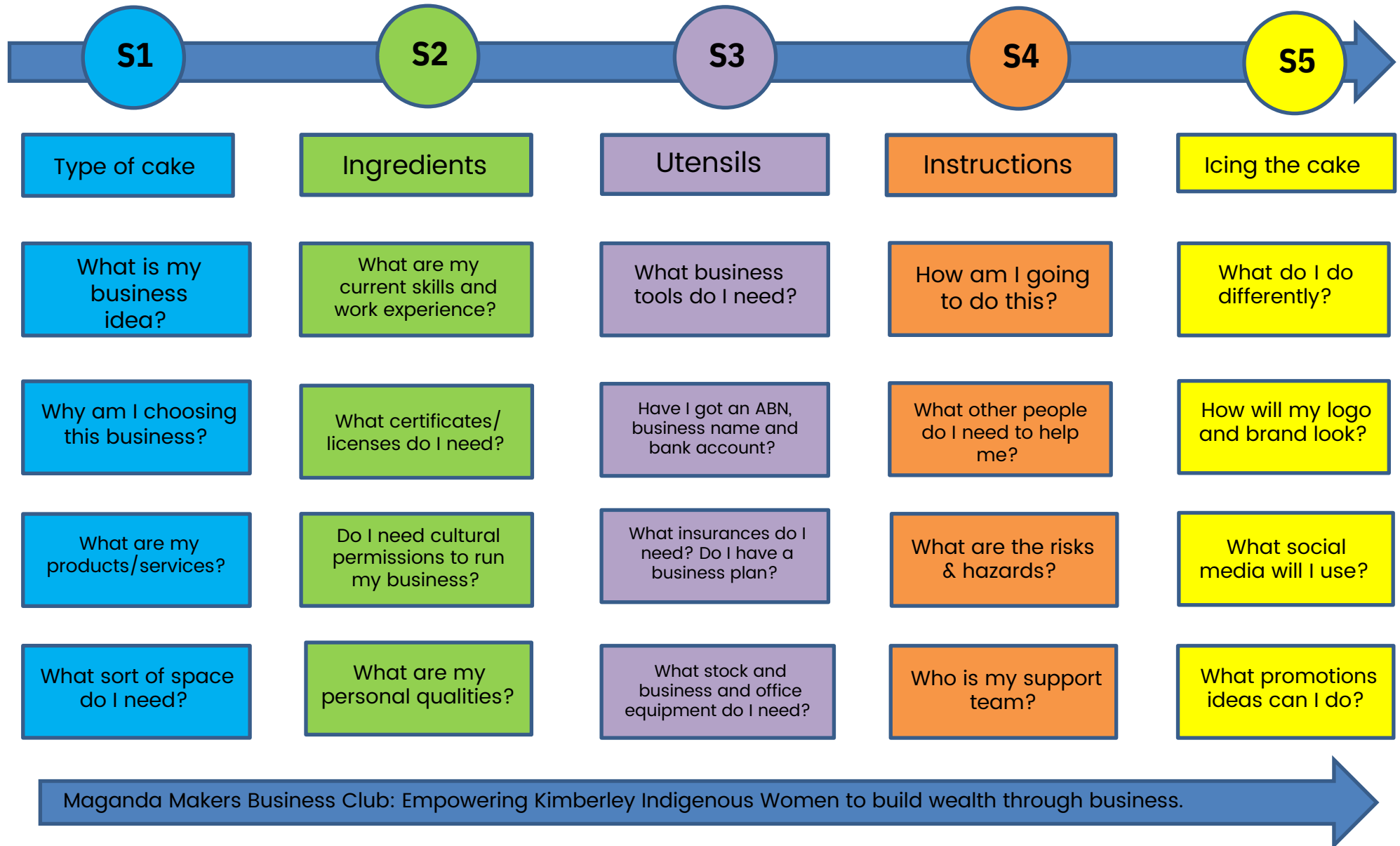




Maganda Makers 'Lemon Cake' Business Model has been co-designed with Kimberley Indigenous Women in Business (aspiring, emerging and established).



S1

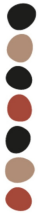
Type of cake relates to the type of business you want to start.



| | |
|---|--|
| <p>What is your business idea?</p> | |
| <p>What is your reason for choosing this idea? Tell us about yourself – what's your story?</p> | |
| <p>What products and services will you offer?</p> | |
| <p>Do you have a space at home where you can work from or will you need to find somewhere else?</p> | |

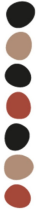
S2

Ingredients refer to your skills, work experience or certificates you need to run your business.



| | |
|--|--|
| <p>What are you good at?</p> <p>Do you have any experience that will help your business?</p> | |
| <p>Do you have any certificates or qualifications?</p> <p>Do you have or need a driver's license?</p> | |
| <p>Will you need special cultural permission to run your business in community?</p> <p>Did you need any council permits?</p> | |
| <p>What words best describe your personal qualities?</p> <p>E.g Creative, positive, hardworking, honest, reliable, resilient, determined, focussed</p> | |

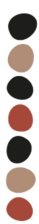
Utensils are the tools, materials or equipment you need for your business.



| | |
|--|--|
| <p>What are your business utensils?</p> <p>Do you have a phone and phone credit?</p> <p>Do you have a laptop/tablet and internet credit?</p> <p>Do you have access to a car for your business?</p> | |
| <p>Have you registered your ABN and business name?</p> <p>Do you have a separate bank account for your business?</p> <p>Do you need some help with bookkeeping?</p> | |
| <p>Do you need insurance for your business to protect your clients or equipment?</p> <p>What is a business plan? Why do you need it?</p> | |
| <p>Do you have any materials to make your products?</p> <p>Do you have access to the equipment to make your products eg sewing machine</p> | |

S4

Instructions are the 'how to' support and guidelines for you and your business.



1 lemon cake mix 3 pg. pkg. lemon jello
 1 cup water 1/2 cup oil
 3 eggs

Mix all together and bake 40 minutes at 350. Frost immediately when taken from oven with glaze made of powdered sugar and lemon juice.

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| | |
|--|--|
| <p>How are you going to do this business?</p> | |
| <p>Do you need people to help you with your business?</p> <p>Eg: Business mentor, staffing</p> | |
| <p>What are the risks or hazards that can happen in your business?</p> <p>Eg: Seasonality, no clients, Covid19 restrictions, spills/trips</p> <p>Do you have a Senior First Aid kit?</p> | |
| <p>Who is your support team?</p> <p>Your cheer squad?</p> | |

S5

Icing the cake is all about what makes your business stand out from the crowd.



| | |
|---|--|
| <p>What do you do or offer that's different from other businesses that have similar products or services?</p> <p>Eg Top customer service, value for money.</p> <p>(We call this our Point of Difference – P.O.D.)</p> | |
| <p>How do you want your brand, logo, business cards to look? What colours do you want?</p> <p>Will you draw or design your own logo on Canva? Will you create your own business card on VistaPrint?</p> | |
| <p>What social or digital media outlets will you use to promote your business?</p> <p>Eg: FaceBook, Instagram, website, LinkedIn</p> | |
| <p>What are some promotional ideas you can use to sell your products or services?</p> <p>Eg: Introduction offer, buy 1 item and get 20% off 2nd item, VIP loyalty members</p> | |