Health care

Lecturer: Health care Starting a business is a difficult task and one should work hard in order to achieve success. The foremost thing one should understand is the process of entrepreneurship and the steps that entail in achieving the business goals. The first thing is to plan about the way to achieve a secure business loan or the way of receiving financial support. Understanding the way of achieving financial support or the concept of selecting financial support is essential. This is because an entrepreneur should be ready to take financial risks in the business venture because business is all about taking financial risks. Therefore, one should make financial options because they are many ways of receiving financial support in starting a health care business. These include receiving grants, loans, contribution from families, bootstrap or venture capitalist. For instance, an entrepreneur may choose bootstrap as a financial option. However, it is essential to focus on the external financing sources rather than internal financial sources only.

2. One of the significant steps of becoming a successful entrepreneur is making the decision on funding alternatives and employing target marketing strategies. One should evaluate the target market by employing strategies that can contribute to effective business performance. Many entrepreneurs fail to sustain the business venture because of failure to select clear financial alternative and the target marketing strategy. Therefore, before starting a business, an entrepreneur should evaluate the safety of business finance and focus on factors that will enable an entrepreneur to return the money. Moreover, determining the required finance for starting the business is crucial because it will enable an entrepreneur to make effective financial options. Thus, realizing the financing level of the business start-up will

enable an entrepreneur to become successfully in the competitive health care market.