

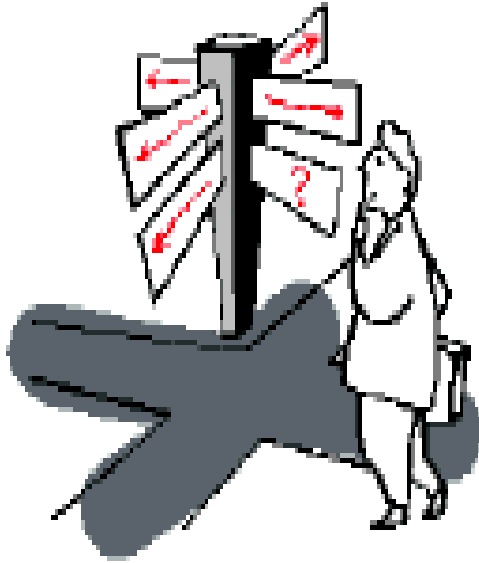


An ENERGY ENTERPRISE IDEA is a short and precise statement that tells you

- What product or service you want to sell
- What technology will be used
- Where the enterprise will be located
- Who your customers will be
- Which energy need you will fulfill



ESTABLISHING YOUR OBJECTIVES



If you don't know
where you're going,
any road will take
you there

An objective is a clearly stated reason
why you want to start your enterprise



To define your objectives, it helps to...

- **Think** about:
 - What **positive future condition** you want to experience
 - **When** you want this condition to occur
 - **How** your enterprise can contribute to bringing about the desired condition

Write down each **desired future condition** that your business will help to bring about.



Some examples of objectives

- By December 2002, my total wealth will have increased
- By June 2004, I would have earned a one time fee or lump sum payment
- By December 2005, I will be earning a regular income

If you have several objectives, consider ranking them as shown in Checklist B of your ToolKit



Objectives are important...

They have an impact on the design and planning of your project. For example:

Mr. Lubinda's objective was:

- By December 2002, my total wealth would have increased

So Mr Lubinda used all available income to:

- Reduce debt
- Maintain the project's operating condition



Another example...

Mrs. Kira's objective was:

- By June 2001, I will be earning a regular income

So Mrs Kira:

- Included a salary line in operating expenses
- Kept debt at a minimum



Personality counts!

Successful entrepreneurs are people known to exhibit:

- Perseverance
- Resourcefulness
- Originality
- Independence
- Self-starting
- Ability to connect apparently unrelated information...
- High energy level
- Curiosity
- Thorough
- Courageousness
- Self-demanding

To name a few!