# What You Need to Know to Start a Printing Business by Mark Green

Article published on February 27th 2012 | Marketing

With the economy starting to recover and companies investing in their marketing again, it is little wonder that some are looking to start a printing business. Whilst there is a great deal of potential for success, when any new business is started, achieving such success is often put at risk through poor planning and inappropriate risk taking.

All too often, business owners can start a printing business in an area that is simply not appropriate for the business. It is for this reason that researching the different opportunities and potential customer base is so important.

For many entering the world of company management for the first time, this can be extremely challenging. There are many avenues to help, such as forums online and local business support groups, but there is still a lot of pressure and often little time to look for support when trying to run a business. Another option is to consider a franchise printing company, where much of the research and location planning has already been completed.

A printing business should offer services tailored to suit the needs required, rather than offering services which it hopes will be needed. Much of this can determined by research, though it is also important that products have proved successful in the past. Here a franchised business model can help, with proven successes such as flyer, poster and banner printing and business card design and printing, as well as proven pricing structures, marketing support and everything you need to get started.

As much as having a business model to rely on, it is also good to introduce certain elements which make you unique. Developing an intimate local knowledge can help with this. An area which works across all print shops is to offer supplementary products which complement print services, such as point of sale displays, brochure and flyer holders and the like.

When you do start a printing business, it is critical that costs are controlled. At the start, this requires seeking the best equipment at the best price, whilst ongoing demands dictate inks and toners, paper, card and other materials are sourced responsibly. Though not always a requirement to work with a franchisor, it is not unusual for the best deals to be sourced through them, often at prices not always available to independently managed companies.

An essential part of starting a print shop or any other kind of business is securing the funding. Things are improving throughout the US for business lending, but still remain challenging. Having a good business plan and model in place, ideally one which has proven successful previously, will help with this, whilst having your own capital will naturally make things easier. This is where a franchise can make the difference between a yes and a no.

Another essential aspect when you start a printing business is to promote it. There are many ways of doing this on a local basis, many of which will show off the products you are offering of course. Tying in with a national campaign can prove incredibly profitable of course, which is something that a nationally recognized brand, such as a successful print franchise can offer.

The most important thing when you start a printing business is putting in the time, effort and dedication required. It is often this above anything else that separates any successful business owner ahead of those that fail, and something which is needed on a day to day business.

Article Source:
http://www.articleside.com/marketing-articles/what-you-need-to-know-to-start-a-printing-business.htm - Article Side

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Article Keywords:
Minuteman franchises, printing franchises, Australia, United States, Canada, United Kingdom, South Africa, color printing, quick print, prin

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