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## Challenges Faced by New Start UPS

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### Abstract

Challenges are present everywhere and businesses—start-ups in particular—are no exception to these challenges we face today. Starting a business can be consuming yet wildly fulfilling. It can be quite complicated, and many challenges comes in your ways, that you had not imagined. Knowing and anticipating the roadblocks, you may encounter in your start-up journey, which could help you to prepare beforehand, and possibly avoid common pitfalls.

A successful start-up not only needs an idea and passion, but a whole lot of leadership skills. Along with, this there is a need of understanding of a market, great communication skills and a level of maturity to handle different situations appropriately. One cannot start a business just with passion and an idea. You need to know how to make others passionate about your idea and product. You need to know different challenges that come along the way

While there are many mistakes that a Startup or a Founder makes in this entrepreneurial journey, there are certain tough challenges that he or she has to overcome. A good learning to take a note of "Biggest Startup Mistakes That A Startup Should Avoid" along with understanding the biggest challenges that entrepreneurs have or are facing can help many of you plan your startup journey well and bump free.

While discussing a thread with fellow entrepreneurs one amazing Entrepreneur and friend Carlo Cisco pointed out: "One of my colleagues once told me that starting a company is 30% idea/strategy 70% execution, I think execution is actually more like 80% - as any idea, no matter how good it is can unfortunately be duplicated. The idea is the necessary starting stone and if your idea is exceptional and has mass appeal it certainly is an asset"

Problems faced by Startup Businesses are Competition, Lack of Funding, Time Restraints, Poor Planning and many more. Problem can be solved by efficient and experience Enterprenur with suggestion and guidance of his expert team member

**Key words :-** Enterprenur, Startup, Entrepreneurial journey and Strategy

### 1) Introduction

Everyone has the dream of starting up their own business and being their own boss, and for most people it always stays a dream due to the many obstacles faced in starting a business and more so keeping it running and profitable.

