

WHAT DO YOU THINK ABOUT
COPYING
BRAND
IDEAS?



**DO YOU THINK
NEW BUSINESS
MEANS NEW IDEAS
OR PRODUCTS?**

OF COURSE NOT!
**COPYING IDEAS MEANS YOU
HAVE MANY ADVANTAGES**

1. YOU DON'T HAVE TO THINK INNOVATIVELY

- THE WORK HAS ALREADY BEEN DONE
BY OTHERS

2. BY NOW YOU KNOW THAT THIS PARTICULAR BUSINESS IS DOING WELL IN THE MARKET.

- SO RISKS ARE LOWER

3. ALL YOU NEED TO THINK IS, THE WAY IN WHICH YOU ARE GOING TO DISPLAY YOUR WORK IN THE MARKET.

4. YOUR TARGET AUDIENCE IS ALREADY AWARE OF THE IDEAS AND WHAT IT IS ALL ABOUT

- YOU DON'T HAVE TO START FROM SCRATCH
- YOU KNOW WHAT YOU HAVE TO DO

HOWEVER, THE MOST IMPORTANT STEP HERE IS TO CREATE YOUR OWN BRAND BY MODIFYING THESE IDEAS

AND ALIGN THEM WITH THE EXISTING BUSINESS
TO ENTERTAIN YOUR AUDIENCE

COPYING IS EASY BUT TO GIVE UNIQUE TOUCH FOR YOUR BRAND NEEDS EFFORT

- AFTER ALL, IF EVERYONE IS DOING THE EXACT SAME THING, HOW DO CONSUMERS DIFFERENTIATE ONE FROM THE OTHER?



**WHAT DO YOU THINK
ABOUT COPYING
IDEAS?**

WOULD YOU RATHER BE UNIQUE
OR JUST ANOTHER COPY

