

# 10 MUST-KNOW TIPS FOR STARTING A BUSINESS GHANA



HEY THERE!  
I'M SARAH

Hey! I'm Sarah, an award-winning entrepreneur passionate about turning ideas into impact. My journey with Ghana began in 2019, and I've spent years navigating its business landscape.

If you're looking to start a business in Ghana, I'm here to help you transition smoothly and set you up for success. Think of me as your guide to unlocking Ghana's potential.

Let's strategize your success! Schedule a free 20-minute call with me today.

Sarah Juma

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## Look Before You Leap:

### *Research Before You Invest*

The Ghanaian market operates differently from what you may be used to. Take the time to understand the business climate, consumer behavior, and legal framework before diving in.

2

## Money Matters:

### *Build a Solid Financial Foundation*

Accessing and transferring money in Ghana can be challenging due to banking regulations and fraud concerns. Set up secure systems to manage your finances with ease.

3

## When in Ghana, Hire a Ghanaian:

### *The Power of Local Negotiators*

Having a local on your team can open doors, help you avoid common pitfalls, and give you insider knowledge on pricing, negotiations, and business culture.

4

## Location, Location... or Just Be So Good They'll Find You!

Being near a major trotro route makes it easier for customers and employees to reach you. If your business is off the beaten path, make sure you have a strong marketing and delivery strategy.

5

## Trust, but Verify:

### *Vet Your Contractors Like a Pro*

Ghana's business landscape operates heavily on word-of-mouth, but don't rely on recommendations alone. Always check credentials, inspect past work, and get everything in writing.

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## **No Shortcuts:**

### ***Get the Right Permits (or Pay the Price)***

Skipping permits and licenses might seem like a time-saver, but it can cost you big in the long run. Follow the legal process to avoid fines, shutdowns, or worse.

7

## **Building Your Dream Team:**

### ***Hiring, Culture & Collaboration***

Understand workplace culture, set clear expectations, and invest in proper training. If an employee isn't a good fit, don't force it—find the right people who align with your vision.

8

## **Bribes, 'Dash' & Chop Money:**

### ***Navigating Business Ethics***

Corruption is a reality, but playing by the rules builds long-term credibility. Stay ethical, find lawful ways to move past red tape, and build relationships based on trust.

9

## **Your Network Is Your Net Worth:**

### ***Connect, Collaborate, Grow***


Ghana's business world thrives on relationships. Attend events, join business groups, and build a trusted circle of advisors who can help you grow.

10


## **Understand Your Why**

Why are you doing business in Ghana? Profit is important, but so is purpose. Define your impact, respect local culture, and build a legacy that lasts.

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## Ready to take the leap? Let's talk!

Whether you're in the early planning stages or already making moves, I'm here to help you avoid common pitfalls and set yourself up for success.

[Schedule a free 20-minute call](#) strategy call and let's map out your business journey in Ghana!