

## CANNOT GET CREATIVE WITH A NAME?

Seek the advice and assistance of the Business Development Centre in finding the right name for your business as well as registering that name with the Supreme Court Registry.



## WHAT IS IN A NAME? Choosing the Right Business Name

### Please Refer To The Following Brochures For Further Information

Am I an Entrepreneur?

Looking for an Idea? Here's How to Find One  
Think You have a Business Idea? What's Next?  
From Idea to Planning. Developing Your Business Plan

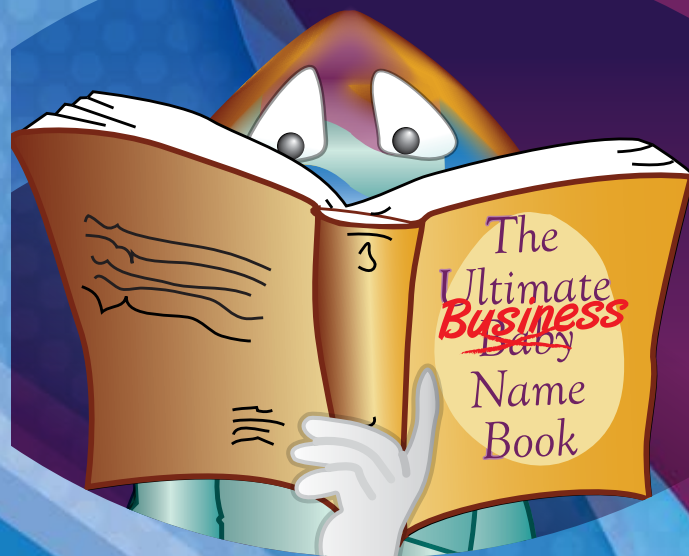
Presenting a Winning Business Plan

Should I Do This on My Own? Choosing the Right Business Structure

Location, Location, Location. It's All About the Location

Jane, Jim or Jack? Who is the Right Employee for You?

Record Keeping Basics



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**Y**our business name is the first opportunity to tell customers how you differ from the competition. Your name embodies your brand; it is who and what you are in the eyes of your customers, suppliers, financiers and competitors.

Selecting the right name is crucial for a number of reasons:

- ◆ It is your customer's first contact with your business; its products and/or services.
- ◆ It is what consumers use to market your product or service to other potential customers.
- ◆ The right name sparks interest in consumers and other businesses, who will want to use your product or be associated with your business.

Consider the following when choosing a business name:

## APPEALING AND EASY TO USE

Your business name should be easy to understand, spell and pronounce. It should be easily repeated and most of memorable. It should also be distinguishable from your competitors, and have the potential of becoming well known in the line of business you are in.

## GET AHEAD OF THE COMPETITION

If most of your potential customers will use the telephone directory to search for business in your field, consider your position in the listing when you think of a name. Adding words like "The" or "A" before your name can change your position in the directory. Be cautious in using acronyms or abbreviations, as these can confuse your potential customers.

## MAKE ROOM FOR EXPANSION

Even if you intend to offer a highly 'niched' product, select a name that would represent a broader category of your product line. A name which states a particular product can limit you if you decide to expand your line. For example the name "**Z's Guava Jelly**" may hinder you in selling condiments made from other fruits.

## EMPHASIZE YOUR BUSINESS IMAGE

The use of adjectives to describe your product or service can be effectively incorporated into a business name. For example, a cleaning company named "**Merry Maids**" may project an image of cleaning workers who are happy to do their jobs.

## USE A DISTINCT NAME

Resist the temptation of using a name similar or identical to that of another business to avoid confusing customers who are trying to find your business. Once you have chosen a name, it will be with you for as long as you are in business. This may remain true even if others may have taken over and you have gone on to pursuing other lines.

## AVOID CHOOSING A NAME THAT IS THE SAME OR SIMILAR TO A FAMOUS TRADEMARK

Companies such as Coca Cola have patented their names as trademarks, use of their name, regardless of the industry or country, is deemed illegal.