

If, having completed a quick test of your business idea, you still consider it worthwhile, then it probably is a business opportunity, and demands further investigation.



ACTIVITY 2.3 TESTING YOUR BUSINESS IDEA

Do you know...

	YES	NOT SURE	NO
Exactly what your business would provide?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An appropriate location for your business?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If your product/service is a new one in that location?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What sort of customers you might attract?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How big the market is?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Who would be your competitors?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Whether your product/service would be superior to existing products/services?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Whether you have the necessary skills to run the business?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SCORE:

- 2 points for 'Yes'
- 1 point for 'Not Sure'
- 0 points for 'No'

If you have scored 12 points or more, your business idea has possibilities.

If you have scored 11 points or less, then you need to seek further information before you can claim that your business idea could become a business opportunity.

List the areas you need to investigate further, and identify appropriate sources of information.

