

## **THE BUSINESS – IDEA TEMPLATE**

Write a Business Concept after being convinced of the viability of your idea and committed to the idea. The Business Concept should be precise and simple presentation, just communicate the following:-

- ❖ The broad Idea - What is the business?
- ❖ What is the customer need and how does the product meet this need?
- ❖ How your idea is better than the competition, if it exists?
- ❖ Who will be your target market - Who are the customers?
- ❖ How will you make it?
- ❖ The location of the business?
- ❖ How it will make profit?
- ❖ What amount/funding is needed, what for and what has already been acquired?
- ❖ Future prospects, ideas for growth. ?
- ❖ Why are you the one(s) most appropriate to realise this business?