



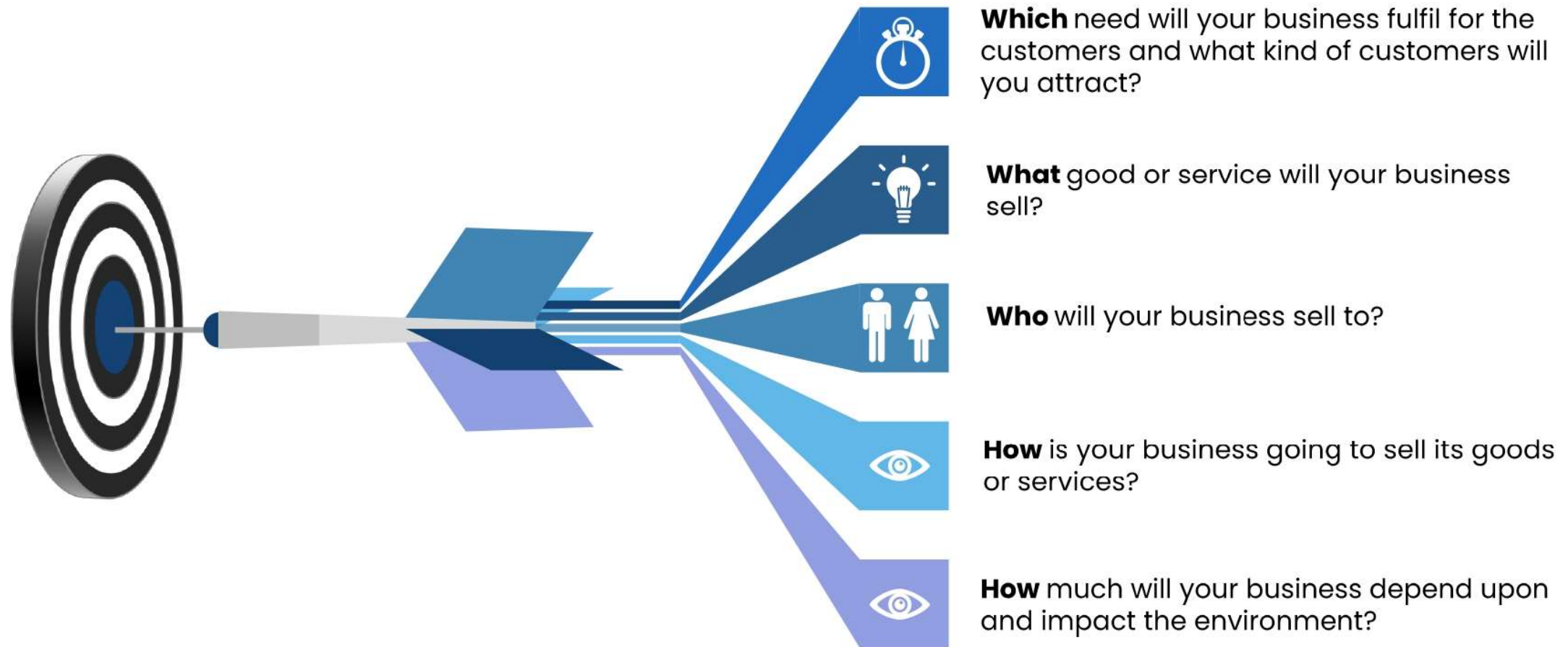
How to make a Business Idea



What is a Viable Business Idea?

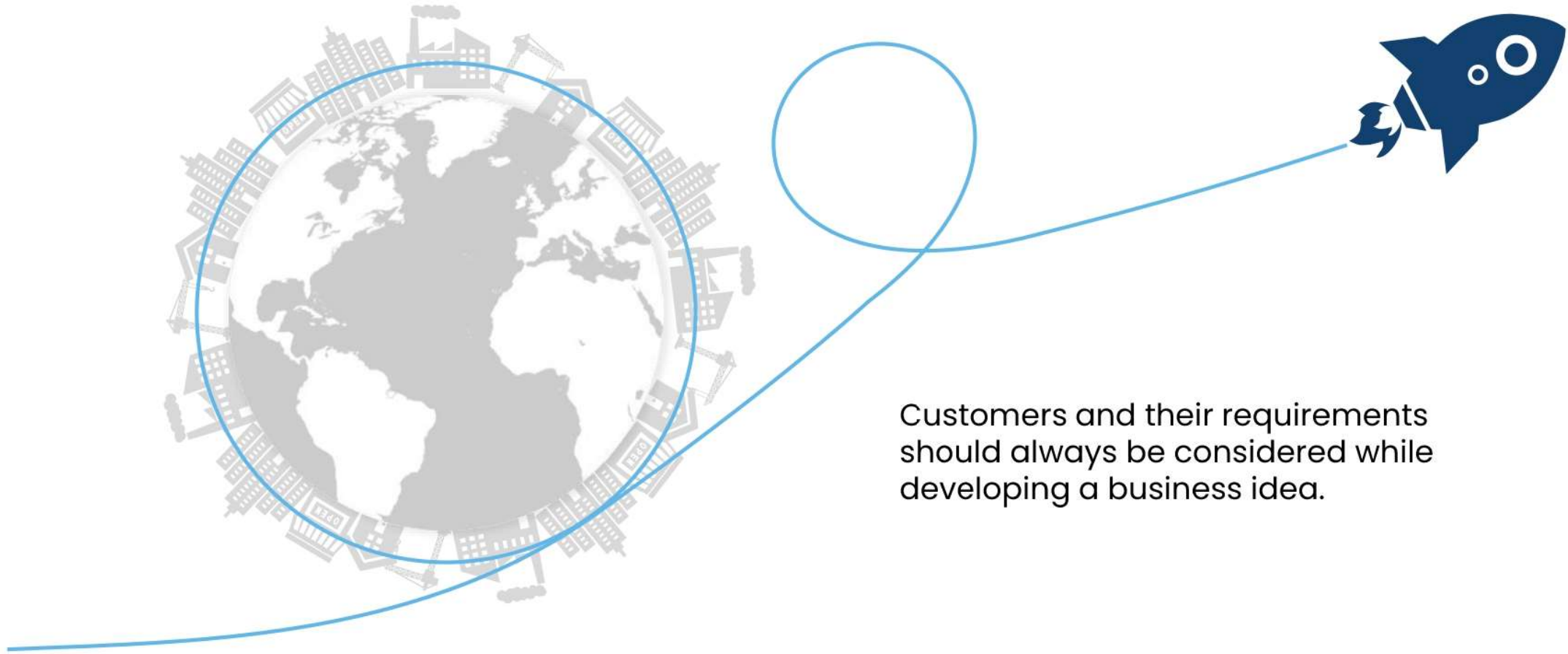
A business idea is a succinct and detailed description of the core functions of a planned enterprise. You must be certain of the type of business you want to run before starting one.

Things your Business Idea will Tell



A good business idea will be compatible with the sustainable use of natural resources and will respect the social and natural environment on which it depends.

Which need will your business fulfil for the customers?



Customers and their requirements should always be considered while developing a business idea.

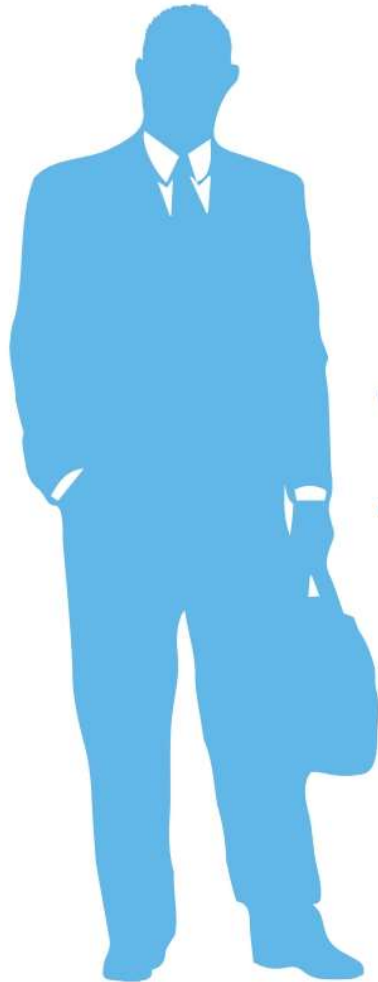
What good or service will your business sell?

You should choose the product or service your company will offer based on your abilities and the needs of the clients.



Remember that they must be products or services that people would pay for and that will enable you to turn a profit as well.

Who will your business sell to?



Will you cater to a particular kind of clientele or the general population in a region? The number of customers who can and will pay for your products and services must be sufficient for the firm to succeed.



Without customers, no business can succeed. You must thus anticipate who your customers will be.



How is your business going to sell its goods or services?

How would you market your products or services? If you're opening a store, you already know how you'll market and sell your goods, but manufacturers and service providers have a wide range of options.

A manufacturer, for instance, has the option of selling directly to consumers, retailers, or distributors.

How much will your business depend on and impact the environment?

- How much does the environment affect your business?
- Is it dependent on the climate, the soil, or other natural resources? Does it require any particular kind of labor from the neighborhood? Does it require the assistance of the neighborhood?
- What should you do to ensure that your company supports the local community and the environment?
- Will your company have a positive or negative effect on the environment?
- What steps would you take to reduce or eliminate any potential negative effects your company might have?





THANK YOU

