



Planning a new venture – Feasibility study

Your elevator pitch

You should now be in a position to write down, in simple terms, the nature of your proposed business or enterprise.

While this should be a brief statement in a few sentences, it should be precise and not vague, covering the main features of the business. It should encapsulate the essence of the opportunity and the objectives of what you are trying to do. It should answer such questions as:

- What will you sell?
- Who will be your customers?
- What are the unique benefits?
- What are the aims and objectives of the business?
- What is the main route to market?

<i>ELEVATOR PITCH</i>