



Planning a new venture – Evaluating the opportunity

Research objectives

The overall objective of your research is to provide you with more information to evaluate the opportunity as a viable enterprise. It is suggested that this is structured around two specific questions, to which you may wish to add more:

- a) What opportunities and threats exist in the marketplace now, and in the future, for my potential business?
- b) How much will the customer buy from me in my first three years of trading?

| | <i>FIRST THOUGHTS ...</i> |
|--|----------------------------------|
| Opportunities and threats in the marketplace now and in the future | |
| How much will the customer buy from me in the first three years of trading? | |