



Planning a new venture – Evaluating the opportunity

Initial evaluation of the opportunity

Collect together the research you have done, and see how it matches up against your research objectives. In particular, answer the questions below as best you can:

What does my information suggest will be my likely *sales turnover*?

LIKELY TURNOVER	YEAR 1	YEAR 2	YEAR 3
Pessimistic forecast	£	£	£
Optimistic forecast	£	£	£
Most likely	£	£	£