



Profitable Opportunity

Who will buy our product? (target market)

What is our product/service and how does it meet a need?

Who are we competing with and what are their strengths?

What makes our product/service really special, better and/or unique?



Sales & Marketing

Where will we sell our product?
(channels of distribution)

How will we GET our customers?

How will we GROW our customers?

How will we KEEP our customers?



Operations & Human Resources

How will we make our product/service?
(efficiently and effectively)

What space and equipment will we need?

Are there key licenses and regulations?

What people do we need?

Who are our key suppliers?
(transactional and collaborative)



Financial & Accounting

What are our product/service costs?

What are our prices and profit margins?
How much can we sell?

What are our start-up costs?

How much money do we need to start our business and where will we get it?