

# Affinity Diagram

## Products/Services

### Product Ideas:

- Sweets/Desserts
- Computers
- Health Products

### Services that can be used:

- Freight forwarding
- IT Support
- Maintenance

## Issues

### Regulatory Issues:

- Fraud
- Data protection
- Labor laws

### Financial Management:

- Prices
- Expenses
- Loans

### Hurdles:

- Debt
- Limited Funds
- Competition
- Retention

## Needs

### Marketing/Advertising:

- Social media
- Emails
- Discounts
- Promotions

### Company Needs:

- Insurance
- Infrastructure
- Business plans
- Skilled workforce

## Ideas

### Companies I want to try:

- Cocobowlz
- GymShark
- Onitsuka Tiger
- AliExpress

### Banks to use for loans:

- Wells Fargo
- Navy Federal
- TD Bank
- Discover
- Bank of America

## Feedback

### User Feedback:

- Surveys
- Interviews
- Reviews
- Ratings