Nice to meet you, Alan.
Why you look so
dissuppointed? You
are doing just fine
yesterday.



Ohh, Hina, I am so sad because I lose opportunity to buy my favorite. I-shirt sold at Alon. Someone else grab it first and I am so discappointed because the T-shirt is limited edition.



Ohh.. now I know.
Its okay Alan. Maybe
hext time you can
buy it again. Just
now you talk about
opportunity. Do you
know what is
opportunity in
business?



Ermm. based on my reading, opportunity is a situation that enables on entrepreneur to iffer marketable product or services to interested buyers or wers.



Yes, that is right Alan.
The type of situational factors are product or cervice is still not in existence and product or service already in the market but not satisfy the customer.
To you under stand Alan?



Yes, Hina. So far, I do understand.

3 approach to create the opportunity are observe changes in the environment, recognize the need that customer do not satisfy and recognize problems and solves it. (orrect me if I'm wrong.



Hothing to correct, Alanyou tell the right one. If you want to know, there are also 3 opportunity identification process: 1. Search for changes

1. learch for changer
in universe ment
2. Ke log hit need and
wants and solutions
3. Discover of opportunity



for the evaluation and selection process is process involves the judging the vialibity of the opportunity and accessing its potential.