

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



Ohh, Hing, I am so sad because I lose opportunity to buy my favority. I-shirt sold at Alon. Someone else grab it first and I am so dissuppointed 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 effer marketable product or services to interested buyers or wiers.



Yes, that is hight 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 curtomer-to you understand Alan?



Yes, Mina. So far, I do understand.

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



Hothing to current, Alan-You tell the right one. If you want to know, there are also 3 apportunity identification process: 1. Search for changes

1. Search for changer in unviron ment 2-Ke logalith need and wants and relutions 3. Discover of opportunity



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