

Business Idea Analysis Structure

1. Introduction to the Business Idea

- Brief overview of your business idea.
- Purpose of the analysis.

2. Market Research and Target Audience

- Target Market: Who is the ideal customer? (age, gender, location, income, behavior).
- Market Size: How large is the potential market?
- Customer Needs: What problem does your product or service solve?
- Market Trends: Are there any current trends affecting the market?

3. Competitor Analysis

- Direct Competitors: Who are your direct competitors in the market?
- Competitive Advantage: How does your business stand out from competitors?
- Competitor Strengths & Weaknesses: What are your competitors doing well, and where are they lacking?

4. SWOT Analysis

- Strengths: What are the internal strengths of your business idea? (unique features, expertise).
- Weaknesses: What are the internal limitations or challenges? (lack of resources, time).
- Opportunities: What external factors could benefit your business? (market demand, new technologies).
- Threats: What external risks could affect your business? (economic downturn, new competition).

5. Product/Service Analysis

- Description: What is the core offering of your business?
- Unique Selling Proposition (USP): Why should customers choose your product/service over others?
- Pricing Strategy: How will you price your product or service? (competitive pricing, value-based pricing).

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6. Financial Viability

- Startup Costs: What are the initial costs required to launch the business? (capital, equipment, marketing).
- Revenue Model: How will the business generate revenue? (subscription, one-time sales, advertising).
- Break-even Analysis: How long will it take to cover your costs and start making a profit?

7. Marketing Strategy

- Positioning: How will you position your business in the market?
- Promotion Channels: Which channels will you use to reach your target audience? (social media, email, ads).
- Customer Acquisition: How will you attract new customers and retain existing ones?

8. Operational Plan

- Day-to-Day Operations: What will the daily business operations look like?
- Resources Required: What resources (staff, equipment, software) will you need?
- Supply Chain: How will you manage your supply chain and product delivery?

9. Risk Assessment

- Key Risks: What are the main risks facing your business? (financial, legal, market risks).
- Mitigation Strategies: What plans do you have to reduce these risks?

10. Conclusion and Next Steps

- Summary of the key takeaways from the analysis.
- Recommendations for moving forward with the business.