

Tutorial 2: Business Ideas and Concepts

1. Describe what is a business in your own words? Highlight the important key words in your description.
2. Products and services are important to an entrepreneur. Give some examples of products and services of software entrepreneur.
3. What is one important area where a good business idea must have?
4. Describe the sources of opportunity for a software entrepreneur.
5. Describe what is a good business opportunity.
6. What is a business plan and what are the purposes of a business plan?
7. What is market research and what are the benefits of carrying out market research?