**BUSINESS ANALYSIS**

The sheet below will help you work out how successful you will be if you enter a certain business and sell a certain product.

Give each business you want to analyse a number. Answer each question along the left-hand side of the column by giving a rating of 1-3, with 3 being the strongest.

Total each column for Business Opportunity and Business Marketability after you have filled in the analysis.

Businesses with the highest points for both Opportunity and Marketability are your strongest line of business to pursue.

|  |  |  |  |
| --- | --- | --- | --- |
| BUSINESS OPPORTUNITY | BUSINESS 1 | BUSINESS 2 | BUSINESS 3 |
|  |  |  |  |
| The importance of your previous experience to opportunity |  |  |  |
| How familiar are you with daily operations of this type of Business |  |  |  |
| Compatibility of Business with your investment goals |  |  |  |
| Compatibility of Business with your income goals |  |  |  |
| Likely profitability of the Business |  |  |  |
|  |  |  |  |
| Likelihood of Business to meet your goal for personal fulfilment |  |  |  |
| Projected growth for the industry |  |  |  |
| Acceptability of risk level |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| COLUMNS TOTALS |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| PRODUCT MARKETABILITY | PRODUCT 1 | PRODUCT 2 | PRODUCT 3 |
|  |  |  |  |
| The probability of use by the target market |  |  |  |
| Compatibility with image desired |  |  |  |
| Competitiveness of price |  |  |  |
| Number and strength of marketable features |  |  |  |
| The probability that the product will enhance sales of the current line. |  |  |  |
|  |  |  |  |
| Projected stability of demand |  |  |  |
| Ability to overcome seasonal or cyclical resistance |  |  |  |
| Uniqueness of product |  |  |  |
| The ability of Business to obtain needed equipment |  |  |  |
| Likely acceptance potential  The ability of Business to afford the development and production of a product |  |  |  |
| COLUMN TOTALS  TOTAL SCORES |  |  |  |