

Business Idea Analysis Worksheet

This worksheet will help you determine how successful you will be if you enter a given business and sell a given product. Assign each business opportunity and product a column number. Answer each question along the left-hand side of the form assigning a rating of 1-3, with 3 being the strongest. Total each column after you've finished. The opportunity and product with the highest total points are your strongest candidates for success.

| Business Opportunity | Business 1 | Business 2 | Business 3 | Business 4 |
|---|-----------------------|-----------------------|-----------------------|-----------------------|
| Relevance of your previous experience to opportunity | | | | |
| Familiarity with the daily operations of this type of business | | | | |
| Compatibility of business with your investment goals | | | | |
| Compatibility of business with your income goals | | | | |
| Likely profitability of business | | | | |
| Likelihood of business to meet your desire for personal fulfillment | | | | |
| Projected growth for the industry | | | | |
| Acceptability of risk level | | | | |
| Acceptability of hours you will need to work | | | | |
| Column Totals | | | | |

| Product Marketability | Product 1 | Product 2 | Product 3 | Product 4 |
|---|----------------------|----------------------|----------------------|----------------------|
| Probability of use by target market | | | | |
| Compatibility with image desired | | | | |
| Competitiveness of price | | | | |
| Number and strength of marketable features | | | | |
| Probability that product will enhance sales of current line | | | | |
| Projected stability of demand | | | | |
| Ability to overcome seasonal or cyclical resistance | | | | |
| Uniqueness of product | | | | |
| Ability of business to obtain needed equipment | | | | |
| Likely acceptance potential | | | | |
| Ability of business to afford the development and production of product | | | | |
| Column Totals | | | | |
| Total Scores | | | | |

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