

Assessing Your Business Idea

Session 2

Date: _____

Assignment Due: _____

Class Opener

Session 1 Homework and Worksheet Review

Instructor Topics and Worksheet Time

1. Where Do Business Ideas Come From?
2. Service, Manufacturing, and Retail Businesses
3. A Look At Your Business Idea
4. Your Business Niche
5. Who Are Your Customers?

Break



Guest Speaker

Instructor Topics and Worksheet Time—continued

6. Beginning the Research Process
7. Contingency Planning



Assignment for Session 3:

WORKSHEETS Read and complete Session 2 worksheets.

WRITE There is no *Writing Your Business Plan* writing assignment this time. Your written assignment is to complete the Session 2 worksheets.

TEXT Read all of the material in **Session 3: Business Planning**.