

**FEASIBILITY AND BUSINESS PLANNING**  
**Developing YOUR Business Concept**

Name \_\_\_\_\_  
Score \_\_\_\_\_

Answer the following questions based around your business idea. Try to be as specific as possible.

1. **What is the product or service being offered by your business idea?**

2. **Who is the customer?**

Industrial or Personal?

Demographics:

Geographics:

Psychographics:

3. **What is the benefit you are providing to your customer(s)?**

4. **How will you get the product or service to your customer?**

On the back of this sheet, **write a brief, concise business concept statement** for your business idea.

