Start Up Business Venture

# Business Name/Concept/Description

Talk about the personality of your business and what you intend to supply. What is the niche of your venture, how is it different? Also describe what benefits your products and services offer to fulfil your customers needs.

# Major Products & Services

A detailed list of the various features of your products and services. For each feature what benefit does this provide to the customers in each market segment.

# Major Competitors

Identify key competitors and their strengths.

# Targeted Customers

Define your target public into market segments and describe these segments consider geographic, demographic, psychographic and behavioural.

# Key Skills of Business Owners

What skills do the business owners have that will be utilised in the business and assist with the competitive advantage of your business.

# Personal Reason for Selection

This is your vision to accomplish something special. A new venture takes time and commitment to grow. Creating a business means that you will be challenged by ideas; that you will be challenged personally and financially; and that you can still continue to be compelled to pursue your desire.