

# 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.*

| <b>Business Opportunity</b>   | <b>Business<br/>1</b> | <b>Business<br/>2</b> | <b>Business<br/>3</b> | <b>Business<br/>4</b> |
|---|-----------------------|-----------------------|-----------------------|-----------------------|
| 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                        |                       |                       |                       |                       |
| <b>Column Totals</b>  |                       |                       |                       |                       |

| <b>Product Marketability</b>  | <b>Product<br/>1</b> | <b>Product<br/>2</b> | <b>Product<br/>3</b> | <b>Product<br/>4</b> |
|---|----------------------|----------------------|----------------------|----------------------|
| 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 |                      |                      |                      |                      |
| <b>Column Totals</b>  |                      |                      |                      |                      |
| <b>Total Scores</b>   |                      |                      |                      |                      |