

Check through the following: Is your business idea well thought-out?

Click the boxes:

Have you thought through your business idea?

The entrepreneur

■ Do you have the necessary

■ personal skills?

■ professional skills?

■ commercial skills?

The technology

■ Is the necessary technology in place (e.g. sufficiently developed, manageable)?

■ Can you get the technology ready (perhaps with outside support)?

The market

■ Does the idea fit in with the way the sector is developing?

■ Are you entering an expanding market?

■ Have you truly found a niche market?

■ Do you know the advantages and disadvantages of your idea in terms of the market?

■ Do you know your potential customers?

■ Are there enough customers on the market for your idea?

■ Can you beat your competitors?

■ What are your advantages over your competitors?

■ Are you prepared for possible responses from your competitors?

■ Will you be able to make the market accept your price?

■ Do you know how distribution and marketing work?

Cost of getting the business going

■ Do you know the laws and the accounting regulations affecting your company?

■ Will you be able to cope with the cost and effort of preparing and setting up the company?

■ Can you cope on your own?

■ Are help, partners, etc. available?

■ Are you aware of how much time, resources and expertise are needed?