



AN ENTREPRENEUR'S GUIDE: NARROWING DOWN YOUR BUSINESS IDEA 101

SELF-REFLECTION AND IDEA GENERATION

- Identify your passions and interests
- Assess your skills and expertise
- Combine your passions and skills

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2

MARKET RESEARCH AND VALIDATION:

- Analyze market trends
- Identify your target audience
- Validate your idea

SWOT ANALYSIS AND DECISION MAKING:

- Conduct a SWOT analysis:
- Consider feasibility and resources:
- Choose the most promising idea:

3

**SCAN
ME!**



FOR MORE INFORMATION



AN ENTREPRENEUR'S GUIDE: MAKING SURE YOUR BUSINESS IS ON TRACK 101

DO I HAVE WELL-DEFINED GOALS?

- Write on personal/business goals
- Mapped out risk to my business?

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DO I HAVE THE CORRECT STRATEGY?

- What is my current rate of growth?
- define profitability and potential for growth

HOW DO I EXECUTE THE STRATEGY?

- Get in contact with community resources

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