**Activity: Pre-Business Plan Evaluation**

1. What will you offer or sell?

(Product or Service)

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2. Who will buy it and why?

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3. How many different customers do you have?

(Are they the same each year?)

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4. What will you charge for your offerings?

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5. How will you get paid?

(Cash, check, credit card, other)

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6. Can you think of other ways to make money from this venture?

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7. How will you deliver your product or service to the customer?

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8. Who is your competition?

(Name 3 to 4 competitors)

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9. How will customers learn about your business? (Advertising & sales promotion)

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10. Do you have enough money?

(Or do you know how to get money if needed?)

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11. I am successful if I have achieved the following goal?

(How long will it take to reach this goal?)

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12. What are your, Challenges or Threats?

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12. What is your solution to the challenges?

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Describe in 25 words or less the nature of your Business (Elevator speech)

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