**BUSINESS IDEA ANALYSIS FORM**

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| **Name of business:**  **Goods or services sold:**  **Main customers:**  **When and why did the owner decide to start this business?**  **Why did the owner think it was a good idea to start that kind of business?**  **How did the owner find out what his potential customers wanted?**  **What strengths or assets did the owner use to start this business?**  **What problems did the owner face while setting up the business?**  **Has the business good or service changed over time?**  **What is the impact of the business on the natural environment and the community?**  **Notes** |