**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** |