**SCAN YOUR ENVIRONMENT**

Take time to look around your own community and make notes for each of the following:

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| **Natural resources** | **Business idea** |
| **Waste products** | **Business idea** |
| **Import substitution** | **Business idea** |
| **Publications** | **Business idea** |
| **Trade fairs and exhibitions** | **Business idea** |

Add these business ideas to your idea list. Try to describe each idea as clear as possible based on the following five criteria:

• Which need will my business fulfill?

• What good/ service will I provide?

• To whom will I sell?

• How will I sell my good/service?

• How much will my business depend upon and impact the environment?