

Business Idea Template

Business Plan Competition 2014

Virtual University of Pakistan

Business Idea Template:

Create an idea that you think can be effective and fruitful. While describing your business idea, following questions must be addressed in a complete but concise manner.

1. What is the need to be addressed by the potential business?
2. How is this need not currently being served?
3. What is the sector in which business will be launched?
4. What is the product or service?
5. How the proposed product or service will meet the need of the customer?
6. How this business will add value to society?
7. Will the business be profitable?
8. How this business will be profitable?
9. How have you come to have this idea?
10. How this business matches with your interest and personality?