

# ENTREPRENEURSHIP

IDEA AND OPPORTUNITY ASSESSMENT





# PRODUCT IDENTIFICATION

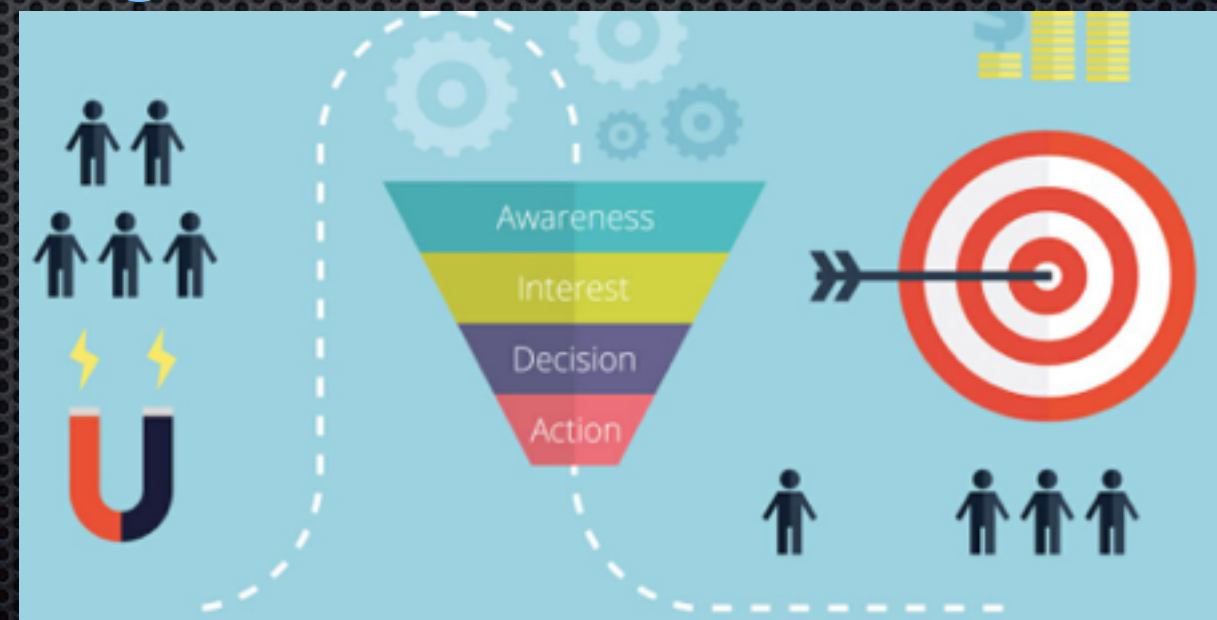
we should see whether this product is already available in the market or not. Then we should identify the reason for introducing it if it is already available in the market.





# APPLICATION AND USE

We have to find out its present use, then we may think of modifying it for better use







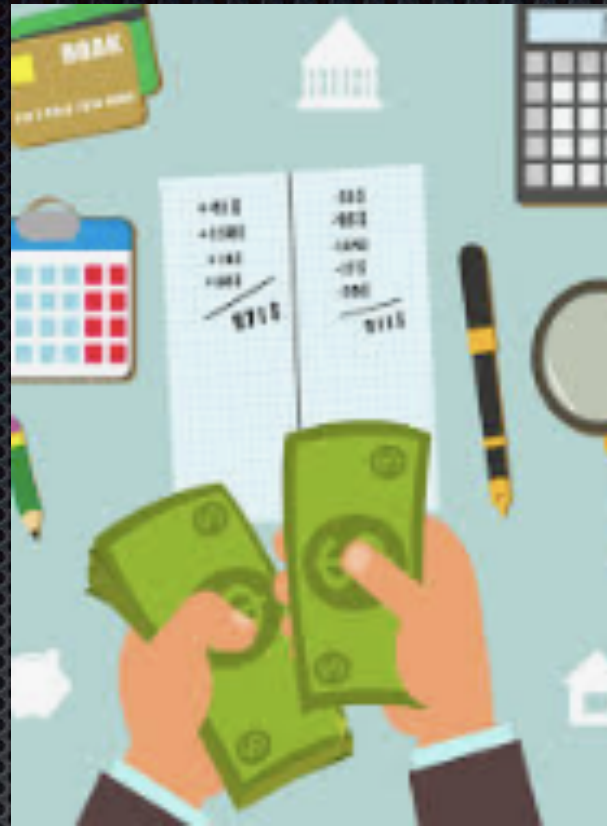
# LEVEL OF OPERATION

The entrepreneur will produce a product in a cottage or small scale or large scale industry depending on the product.

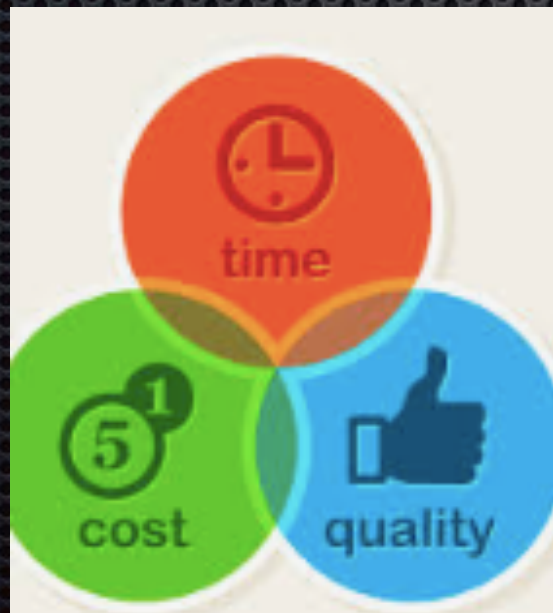




# COST



- What will be the per unit cost of the product at a particular level of operation





# COMPETITION



- The competition that a product or service will face and the stage at which it will face market competition





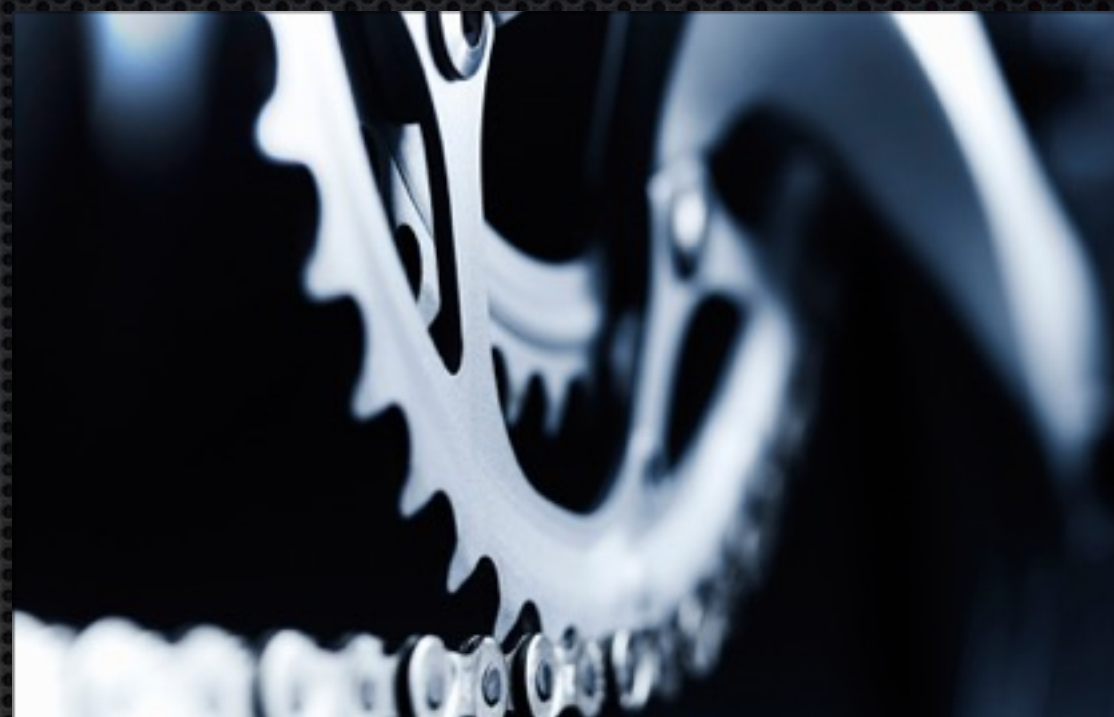
# TECHNICAL COMPLEXITY



- ✦ What type of technology is required to produce the product







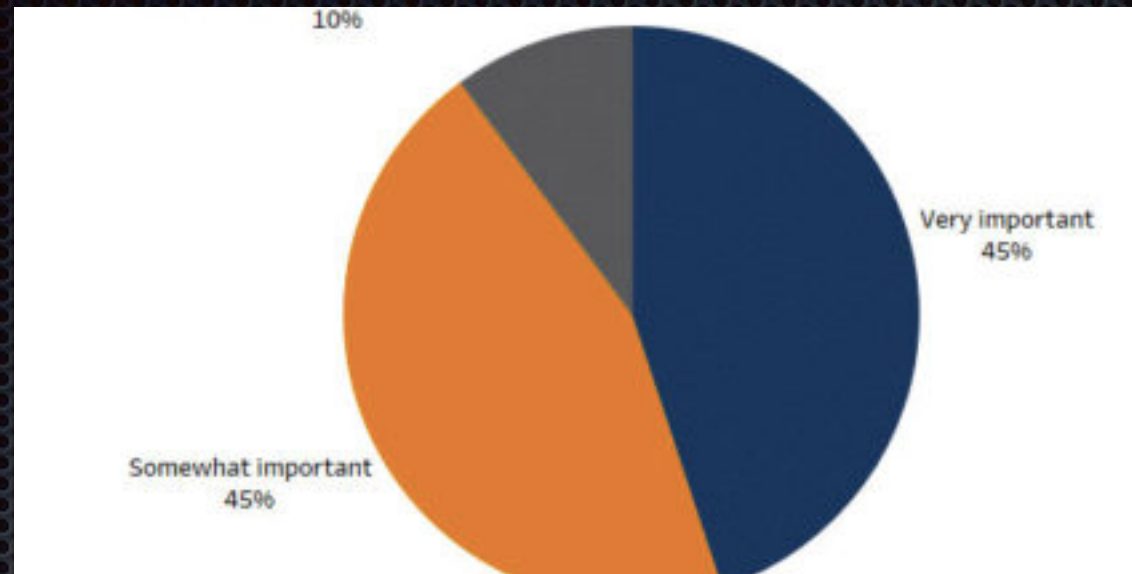




- ✧ ANNUAL TURNOVER  
AND PROFIT MARGIN
- ✧ The question that arises asking if we will get profit or not and if we do then how much







# MARKET ASSESSMENT

Once the entrepreneur has assessed the opportunities, he/she must go ahead and access the market