

6. How will you distribute the product or service to the customer? What are your channels of distribution?

7. Why will the customer buy from you rather than a competitor?

8. How many competitors are offering a similar service?

9. How will your pricing compare with your competitors?

10. How will your service or product be differentiated from competitors? (Better is not an answer)

11. What major costs are involved in producing this product or service?

12. What legal form of organization will you have?

13. What are the barriers to entry (in the market)?

14. Will you have an entrepreneurial team or will you go solo?

15. Where will the money come from for start-up cost?

16. What preliminary research have you done thus far about your product or service?

17. Outline, as best you understand them, the steps that are necessary for you to take to change your idea into a specific product or service.

18. As you have reviewed the process, list the strengths you have to pull off the introduction of your product or service.

19. Also, list the weaknesses you feel you have to overcome to accomplish the above.

20. How do you propose to make up for the weaknesses?