

Sjekkliste for forretningsidé

Listen har tre hovedpunkter som fordeler seg etter ønsket om 1) En perfekt kunde som 2) er lett å selge til og som gjør 3) businessen din langvarig.

		Desired	Excelent	Avareage	Poor	Compensation Tactics	
						Yes	No
Great Customers							
Customer Characteristics	Number	High					
	Ease to find	Easy					
	Spending Patterns	Prolific					
Customer value to company	\$ Value of sale	High					
	Repeat sales	Many					
	Ongoing sales support	Low					
Easy sales							
Value to customer	How important	Important					
	Competitive advantage	High					
	Price/value relationship	Low					
Customer acquisition cost	Entry points	Many					
	Sales support required	Little					
	Promotional activities	Low					
Long Life							
Profit per sale	Margins	High					
	Up-selling and cross-selling	Much					
	Ongoing product costs	Low					
Investment required	To enter business	Low					
	To keep market share	Low					
	To stay on cutting edge	Low					