

Business Concept Assignment

Fall 2003

You have identified a concept that you believe could be a viable business and formed a team to write a business plan. Before beginning work on the plan the team will take the next 3 weeks to conduct a concept assessment.

The Business Concept Assessment is designed to provide a framework to evaluate the feasibility of your concept. The analysis should include the following: need identification, product/service features, target market, unique benefits, competitive advantage, profitability, and conclusion. Each of these elements has series of questions that you should answer to assess the concept.

To help answer these questions each team will:

1. Interview at least 20 (5 interviews per team member) experienced people, preferably in your industry. These should include: competitors, distributors, retail outlets, contract manufactures, suppliers, design engineers, bankers, accountants, etc. The key is to talk to knowledgeable people about your concept.

Prepare a Call Report for each contact.

2. Conduct a qualitative market survey of 20 of your potential customers. In case of selling through a channel you should include consumers, as well as distributors. Prepare a questionnaire for each interview and note the answers. These reports should be included in a binder, along with a summary of what you have learned.

To the extent that you are able, you should visit companies in your marketplace to observe how consumers behave.

3. Prepare an analysis of the direct, indirect, substitute, and future competition. Describe their product/services. Analyze their strengths and weaknesses. Collect brochures, literature, promotional material, advertisements, etc.
4. Make a 5 minute presentation of business concept analysis.

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5. Prepare a written analysis in a binder that includes
 - DECK (9 slides)
 - Venture description
 - Opportunity/Need
 - Product/Service description
 - Target market
 - Unique benefits
 - Competitive analysis
 - Sustainable competitive advantage
 - Profitability
 - Conclusions
 - Call Reports
 - Customer Surveys with a summary and conclusion
 - Competitive Matrix
 - Profitability analysis assumptions