

BUSINESS PROFILE

Using the model business profile, rate your business concept on a scale of 1 to 10, where 1 means the trait is weak for your business, and 10 means it is strong.

No investment	1 2 3 4 5 6 7 8 9 10	No product or service liability risk	1 2 3 4 5 6 7 8 9 10
Recognized, established market	1 2 3 4 5 6 7 8 9 10	No product obsolescence	1 2 3 4 5 6 7 8 9 10
Dependable source of input supply	1 2 3 4 5 6 7 8 9 10	No fashion obsolescence	1 2 3 4 5 6 7 8 9 10
No government regulation	1 2 3 4 5 6 7 8 9 10	No physical perishability	1 2 3 4 5 6 7 8 9 10
No labor	1 2 3 4 5 6 7 8 9 10	Impervious to weather	1 2 3 4 5 6 7 8 9 10
100 percent gross margin	1 2 3 4 5 6 7 8 9 10	Product workable and feasible	1 2 3 4 5 6 7 8 9 10
Buyers purchase frequently	1 2 3 4 5 6 7 8 9 10	Proprietary rights	1 2 3 4 5 6 7 8 9 10
Favorable tax treatment	1 2 3 4 5 6 7 8 9 10	Continuous revenue flow	1 2 3 4 5 6 7 8 9 10
Receptive, established distribution system	1 2 3 4 5 6 7 8 9 10	No legal entanglements	1 2 3 4 5 6 7 8 9 10
Business with great news value	1 2 3 4 5 6 7 8 9 10	Exit potential	1 2 3 4 5 6 7 8 9 10
Customers pay in advance	1 2 3 4 5 6 7 8 9 10		

Identify the top two challenges and identify different ways to overcome these challenges.

Challenge	Potential Remedies
1.	
2.	