

## TUTORIAL 2:

### YOU AND YOUR IDEAS

#### BRAINSTORMING AND DEFINING YOUR IDEAS EXERCISE

In a group of three to five people complete a brainstorming exercise which on completion of which your group will have come up with two business ideas. These two ideas will then be considered further by addressing the following points in defining the viability of your idea.

- . Describe your product or service
- . Consideration of the way you will sell your product or service
- . Describe the market that you are aiming for
- . What price will you sell your product or service for and what influenced the final price
- . How will you sell your item
- . What mark up on the cost of your item will you be looking for and why
- . What skills, knowledge and experience have gone behind this idea
- . What further research do you believe to be necessary

Although there are a number of other points to be considered in defining further your idea the above points only will be reviewed in the tutorial.

Student tasks:

In readiness for the tutorial complete the above exercise. In the tutorial a spokesperson for the group will present a summarised version of the groups findings. It is requested that an O.H.P. acetate should be used for the presentation.