

Entrepreneurship

Chapter 5 Outline

Name: _____

Date: _____

Key Terms

Business concept

Feature

Benefit

Feasibility analysis

Target customers

Competitive grid

Business plan

Vision

Executive summary

Distribution channel

Direct channel

Indirect channel

Small Business Administration

Trade associations

NOTES

Developing a Business concept

Testing the Concept in the Market

Purpose & Parts of the Business Plan

Packaging & Presenting the Business Plan