

# BUSINESS ANALYSIS CHECKLIST

This evaluation form will help you determine how successful you will be if you enter a given business and sell a given product. Fill out the entire form for each business and product you consider. In the column on the right side of the form, indicate how well a given opportunity or product meets a given requirement for success. The opportunity and product with the highest total points are your strongest candidates for success.

**3 – Excellent**

**2 – Good**

**1 – Fair**

**0 – Poor**

## OPPORTUNITY

	3	2	1	0
Relevance of your previous experience to opportunity				
Familiarity with the daily operations of this type of business				
Compatibility of business with your investment goals				
Compatibility of business with your income goals				
Likely profitability of business				
Likelihood of business to meet your desire for personal fulfillment				
Projected growth for the industry				
Acceptability of risk level				
Acceptability of hours you will need to work				

## MARKETABILITY OF PRODUCT

	3	2	1	0
Probability of use by target market				
Compatibility with image desired				
Competitiveness of price				
Number and strength of promotable features				
Probability that product will enhance sales of current line				
Projected stability of demand				
Ability to overcome seasonal or cyclical resistance				
Uniqueness of product				
Ability of business to obtain needed equipment				
Likely acceptance potential				
Ability of business to afford the development and production of product				
TOTAL				