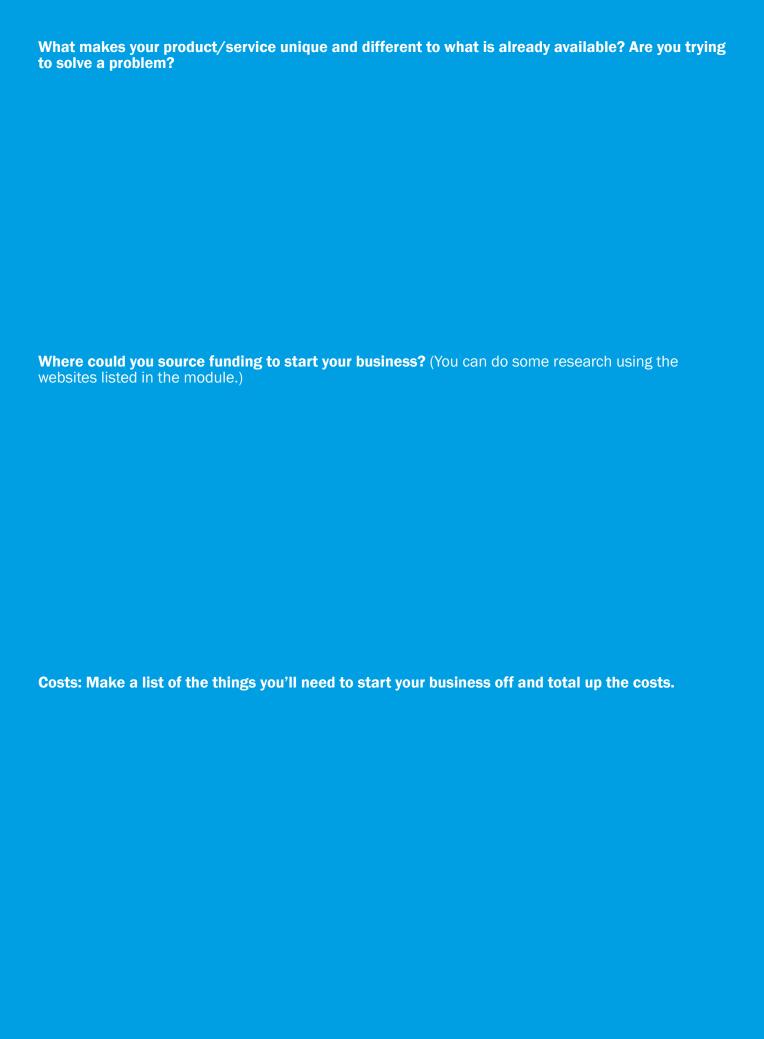
Activity 1 Your business idea

You've decided you want to take the route of self-employment, so need to consider the following points as a start. This would be the beginnings of a business plan.

points as a start. This would be the beginnings of a basiness plant
Outline your business idea (What product/services will you offer, what is the main aim?)
Who are your competitors? (Do some research to find similar businesses and consider how this might affect your business.)
Target Market: Who will your customers be? Age, location. What do they want?



Marketing: How will you reach your audience? List the ways in which you can market your idea	
Reflection	
After reading through the module and completing this activity, do you think that being self- employed is something that you would be interested in doing in the future? What are your re	asons?