



Looking For Business Ideas

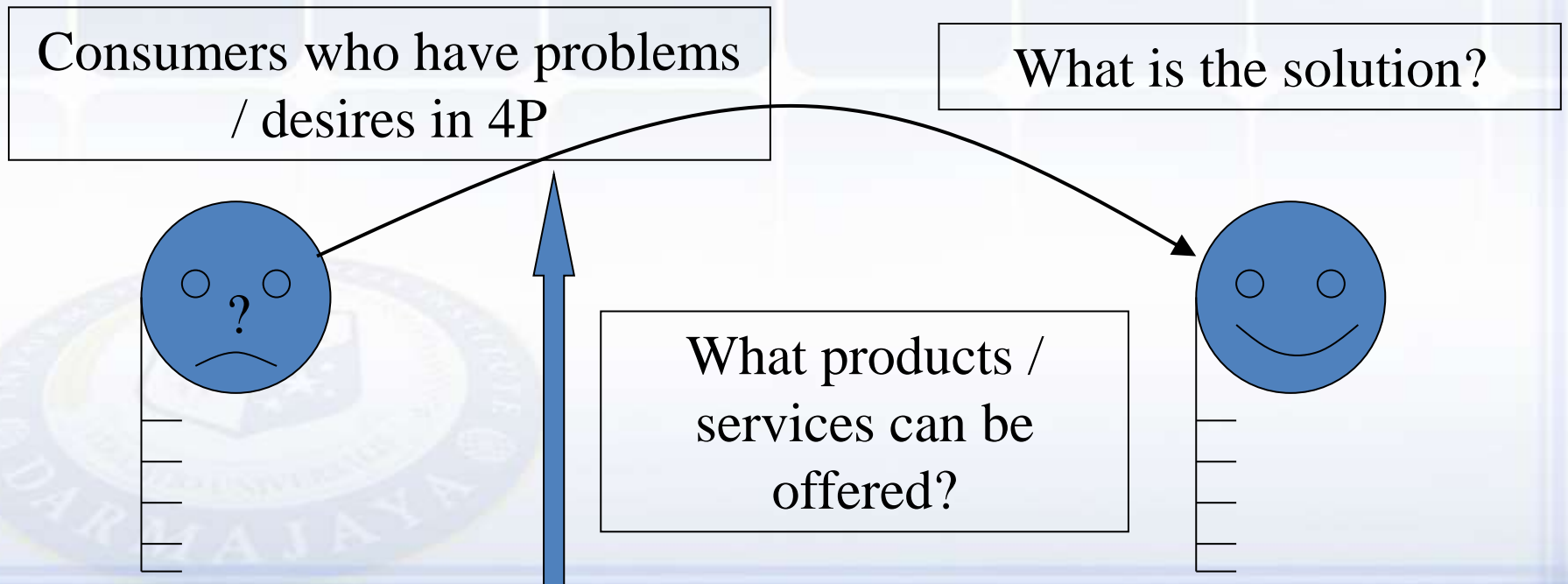
Meeting 10

ATM Method

- Study existing businesses
- Assess the input and output of a business
- Analyze population trends and demographic data
- Assessing economic trends
- Copying and Modifying 4 P (Place, Price, Product, Promotion)

Modifying 4 P

**What do consumers want?
How to satisfy consumers?
What is the best way to satisfy consumers?**



Dimension Analysis



- ink: dry quickly
- body: colorful
- lid: material
- function: add radio / lights

- Bike
- car



<http://sepedakreatif.files.wordpress.com/2007/08/firequad1a.jpg>



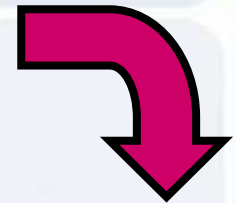
ANALOGY

2-Kolom

- truck
- photo



<http://www.grassrootsstore.com/index.asp?PageAction=VIEWPROD&ProdID=264>



- the cleaned medium
- The packaging
- material form
- how to clean

**MORPHOLOGICAL
MATRIX**

Competitive Analysis



- break-down
- reassemble
- process analysis
- cost analysis



Current tastes:

- Innovation
- cozy atmosphere
- attractive packaging

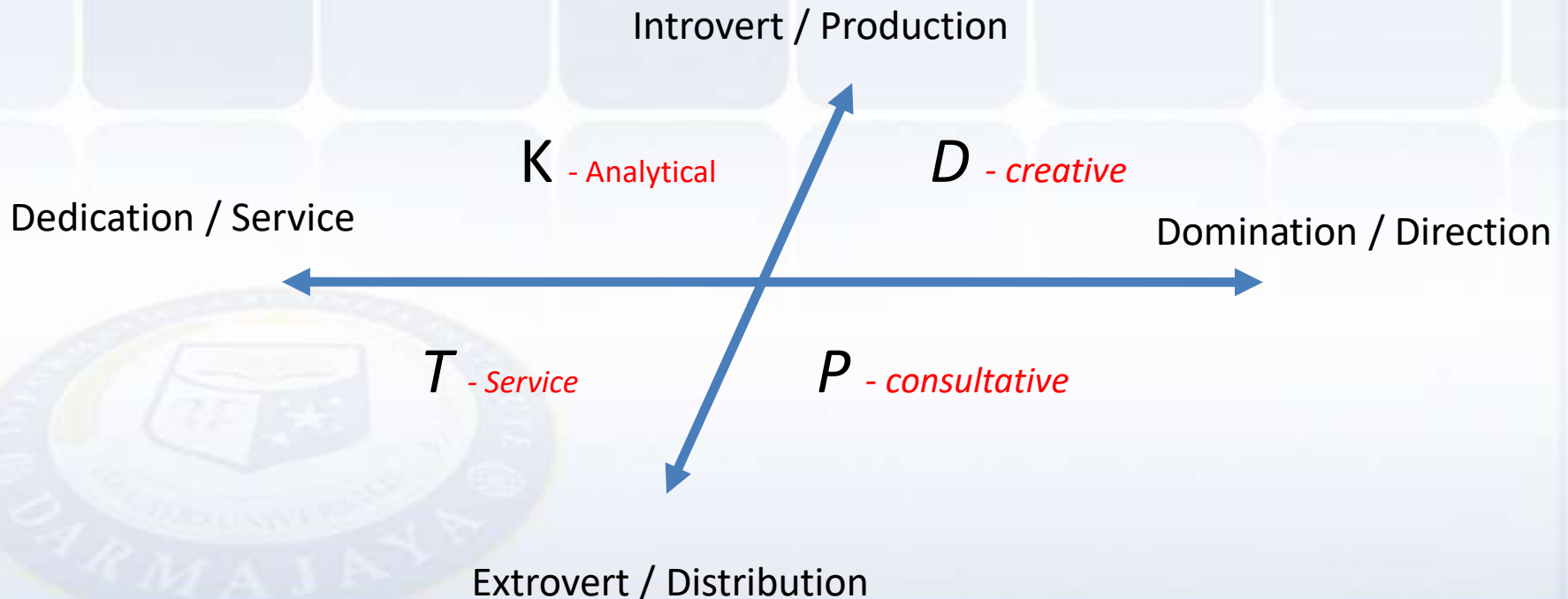
ORDER WINNER

Innovation



Remember!

"Customize business choices with character, your talents, skills and hobbies ".... Questionnaire



Questioner

- ✓ Which quadrant are you in?
- ✓ What Type of Business Is Right For Your Personality?

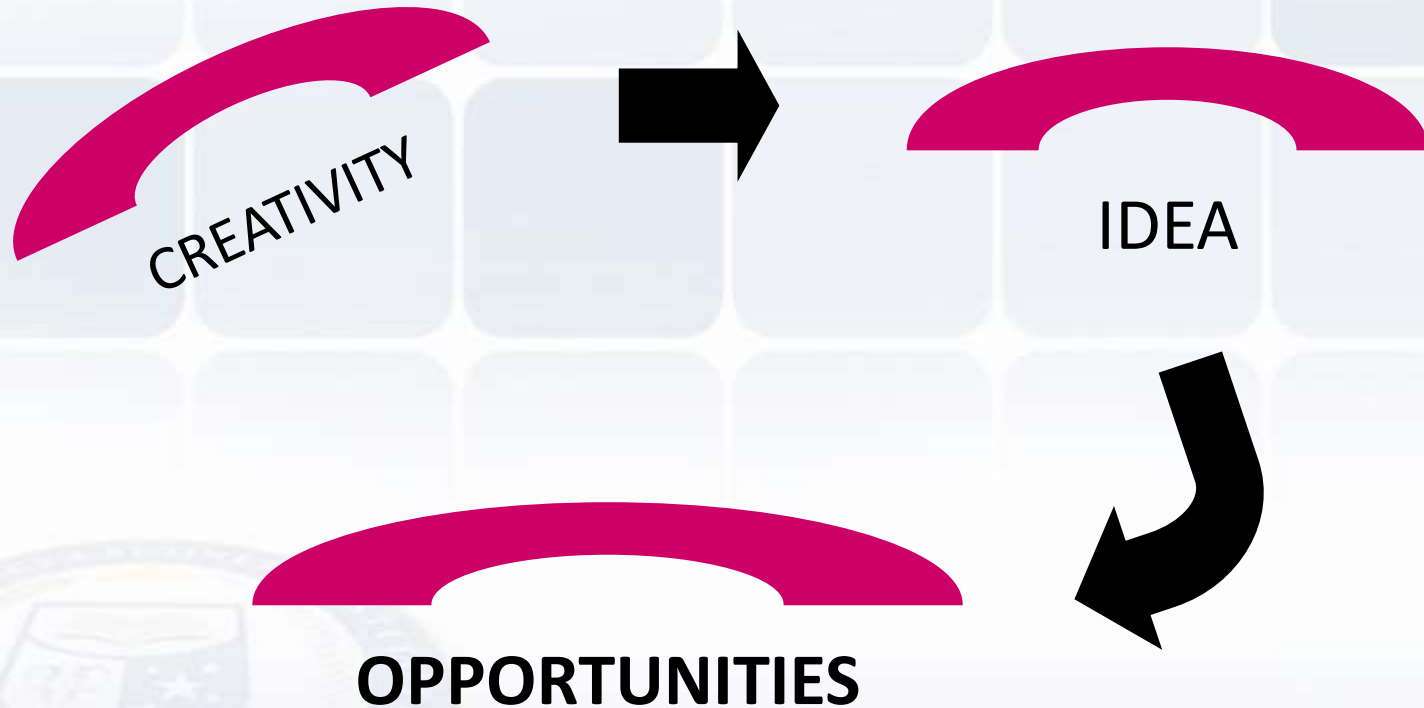


"Everyone has talent, but ability takes hard work." - Michael Jordan



Musi River, Palembang

Relationship of Creativity, Ideas, and Opportunities



Examples of Ideas That Fail to Be Opportunities

Japan Invention Unusefulness



There are 4 ways to judge whether an idea is a good opportunity:

- Market
- Potential Market Growth
- Cost
- Risk

Market +/-



- **TYPES OF PRODUCTS**
(CUSTOMIZED / BULK)
- **BIG / SIZE**
- **TARGET (STP)**
- **DEVELOPMENT**

The Economy +/-

- **Enough Margin**
- **Durable**



Risk +/-

- **Tight Competition / No.**
- **Difficult / Easily Imitated**



Rating Format

Format Check List Potential Opportunities An Idea



Practical Tips

Look for a Business Idea by:

- Often attend trade and investment exhibitions
- Learn the expertise of local workers
- Investigation of local materials and other resources
- Examining opportunities for substitution of imported products

Quotation

“When one door closes, another door opens. However, we are often stunned to regret the closed door, so we cannot see other doors that are open to us”

- Alexander Graham Bell

Keep Going Forward With Brilliant Ideas

end

