

# YOUNG ENTREPRENEURSHIP

## Module C: EXAMPLES OF ASSUMPTIONS

By



A future entrepreneur who envisions the following:

- *A shop in a particular area that he or she has identified, with products on the shelves.*
- *The entrepreneur and the staff members are always ready to serve the customers.*
- *Many customers choose his/her business, purchase and leave happy.*
- *The fund of the business can cover its liabilities conveniently, and the entrepreneur is pleased with his/her efforts.*

makes **some ASSUMPTIONS** (thoughts) such as :

- “My entrepreneurial idea gives benefit-value, solves specific consumer problems”
- “The consumers I thought of (market segments) will buy the product / service that my business offers”
- “The location I chose is very good”
- “There are enough consumers in the area to make my business sustainable.”
- “I'm better than my competitors.”
- “I know how to choose competent partners”
- “I know financial management.”
- “The prices of my products are attractive”.