

## Developing Your Business Idea

Question	Concept/Tool
Who produces/sells	
What product or service	Value proposition
To Whom	Markets Supply and demand
How	Inputs - fixed and variable Sustainable business practices
Where	
In What Quantity	Supply and demand Marginal product/returns Product curve
For What Cost	Costs - fixed and variable Marginal cost Total Cost Curve Economies of Scale
At what price	Equilibrium Price Elasticity of demand Marginal revenue
For What Profit	