## **ENSURING THE VIABILITY OF A BUSINESS PLAN**

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BUSINESS PLAN	The reality test	<ul> <li>Does a market for your product/service really exist?</li> <li>Can your product/service be produced/delivered within the estimated cost?</li> </ul>
	The competitive test	<ul> <li>Do you know who will be your competitors?</li> <li>Do you have any competitive advantage to compete in the market?</li> </ul>
	The value test	<ul> <li>Does your business provide an attractive return to stakeholders?</li> </ul>