

# Business Ideas Generation – B.I.G.

Part of the DTA's Enterprise Accelerator ©  
Programme

**After & with thanks to the 'ideas generation workbook'**

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## Business Ideas Generation – B.I.G.

***Is the gap in the market & is a market in the gap?***

These materials are for those who:

- Don't have an idea yet
- Have several ideas but can't choose which one to concentrate on
- Have a good idea but want to strengthen it
- Have an idea but are not sure whether it's a business
- Are not sure if an idea suits
- Have a vague idea & want to develop it

Good Ideas Don't Come Out of nowhere... you have to work on them

Always remember that...

- you too can have a great business idea, you have to find time to practice.
- you are never too old or young – Colonel Saunders didn't think of KFC until he was 60 & Richard Branson started his first business when he was 17.
- Keep your eyes open & thinking about opportunities

### **Where do you start?**

*Got no ideas?*

*Looking for more ideas?*

*Looking for better ideas?* – go from 'things can make money' to 'Problems Mean Opportunities'

*Want to make your existing idea better?* – go to 'Expanding your idea'

*Want to check out your existing ideas* – go to 'Is your Idea a Business?'

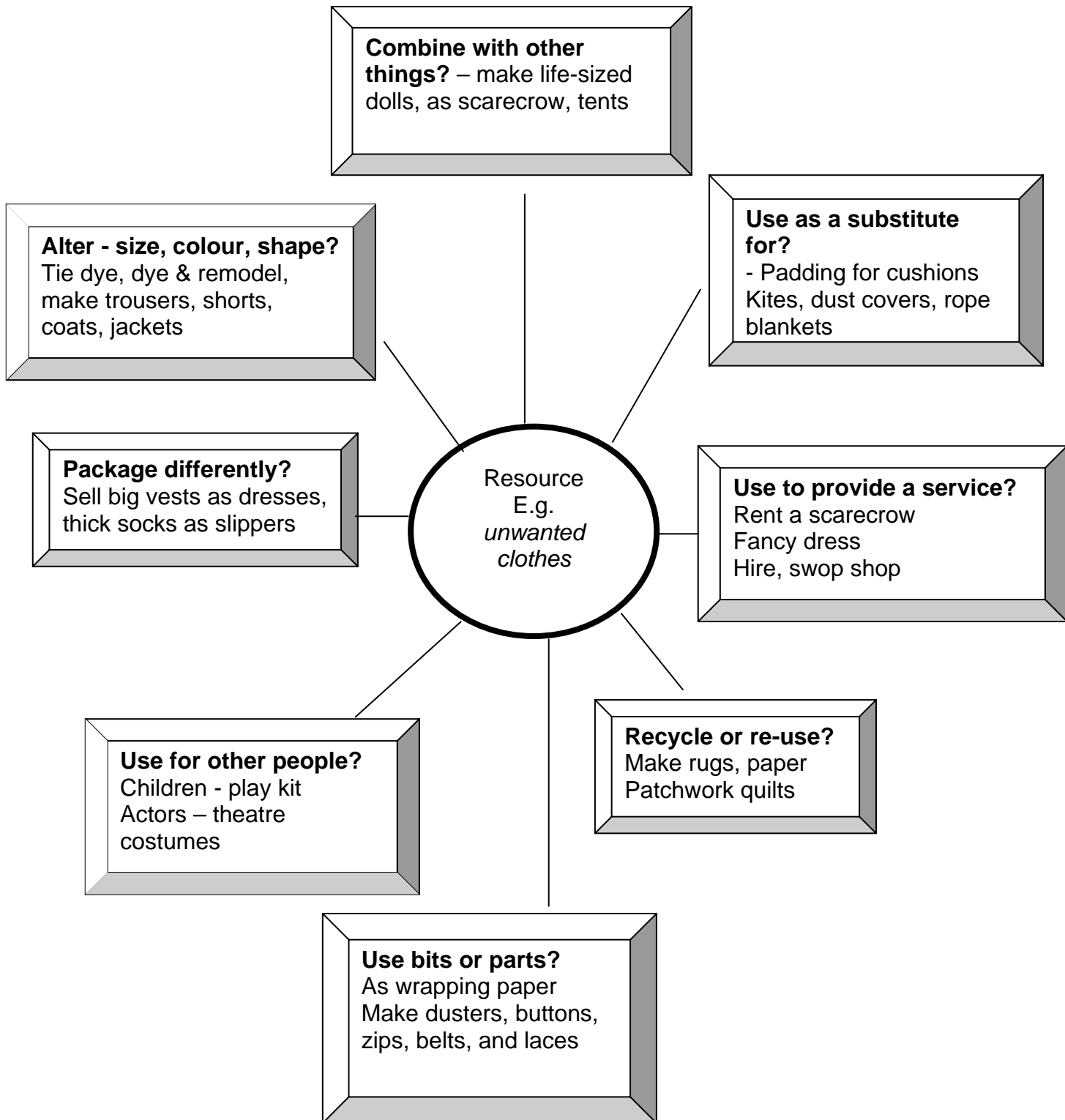
### **Things make Money**

What things do you have?

E.g. Our Resource – unwanted clothes

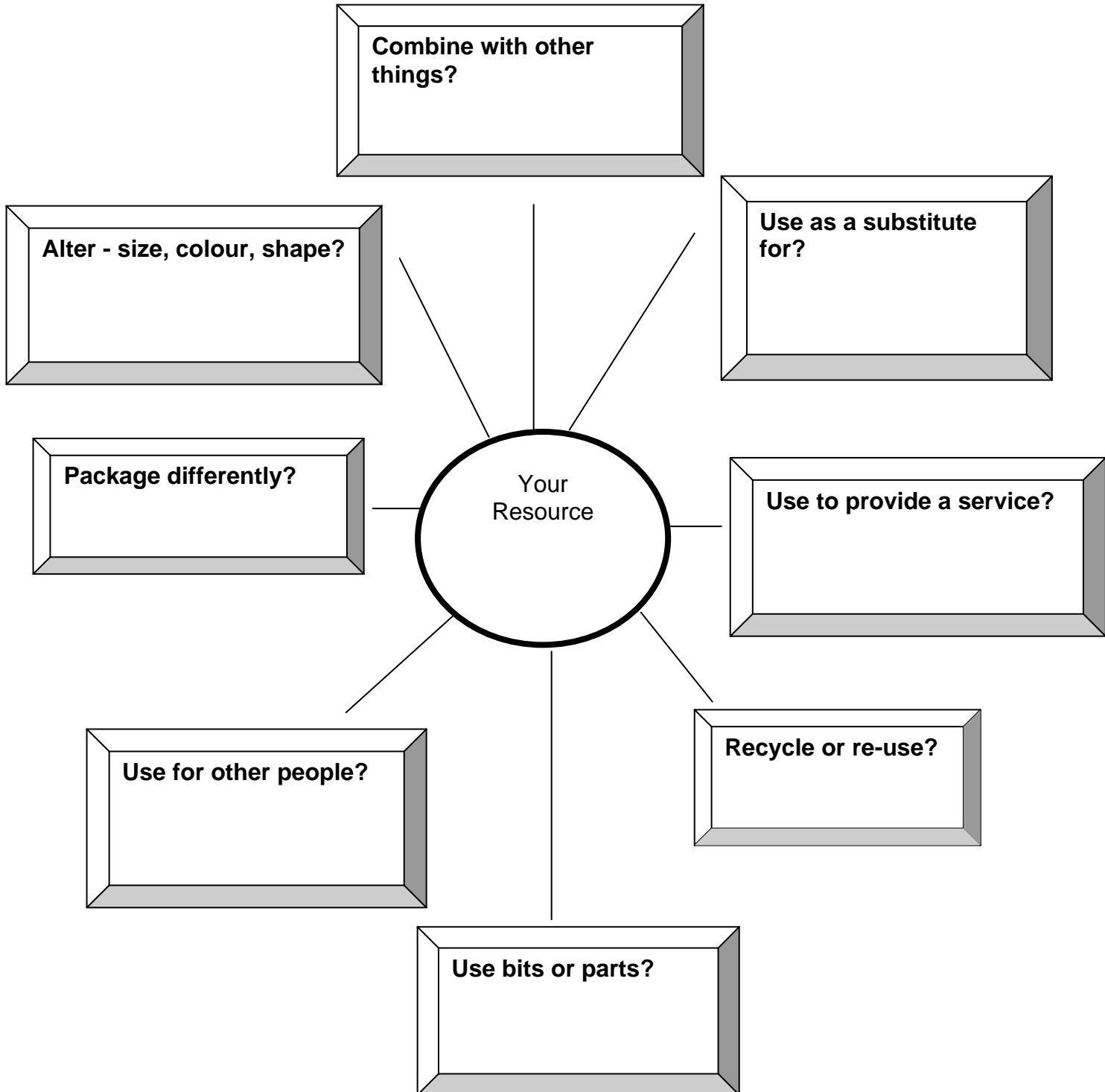
Things other organisations/businesses have?

## Things can make money

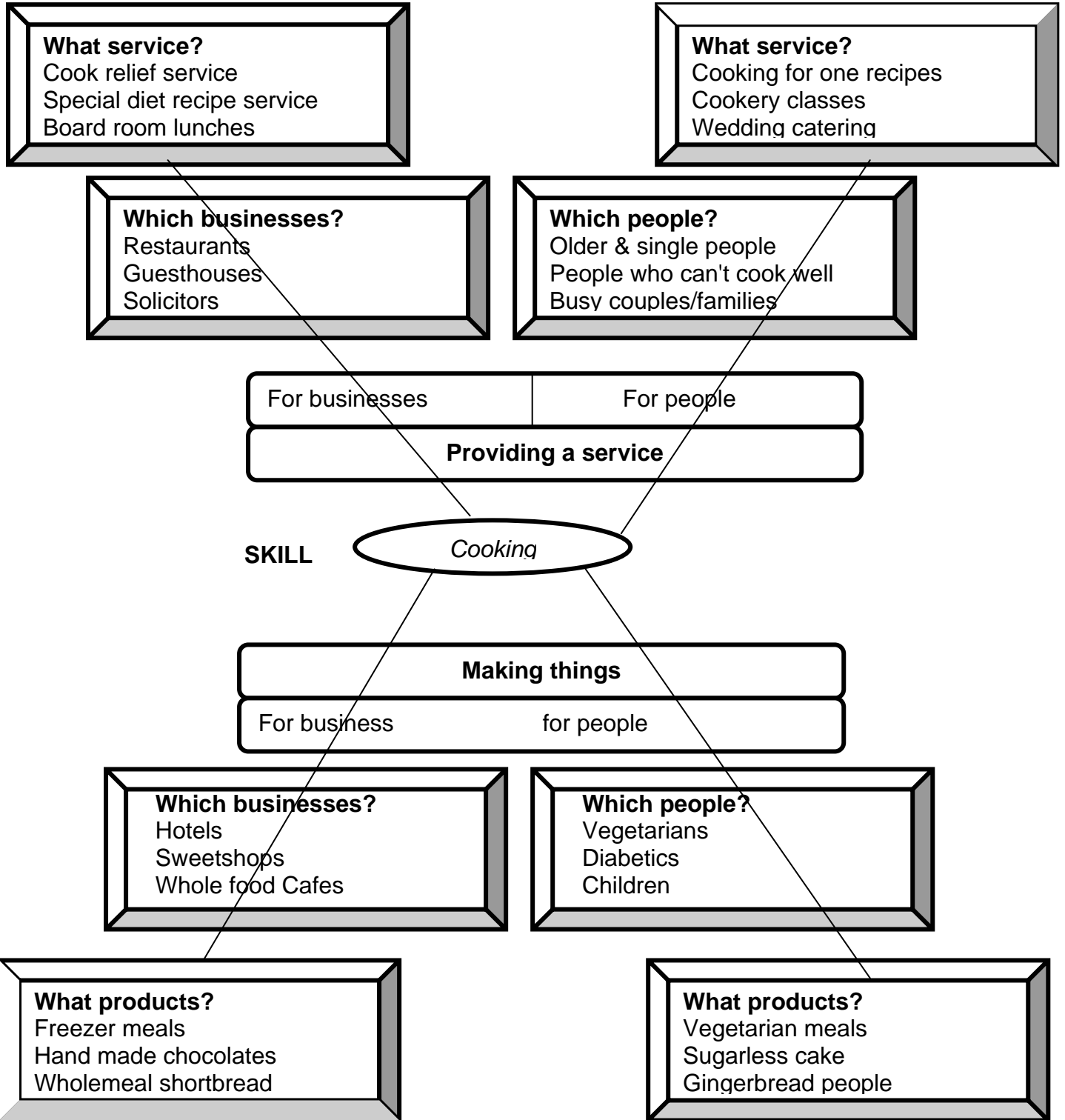


## Things can make money - Your Ideas

Choose your resource – fill in the circle then use the prompt questions to think of as many ideas as you can write these in the boxes



**Skills mean business**



**Skills means business-Your Ideas**

Take one of your skills write it in the circle & use the questions to think of different ways you can use that skill & the different people & organisations for whom you can use it

What services?

What services?

Which businesses?

Which people?

For businesses	For people
Providing a service	

Your Skill 

Making things	
For businesses	For People

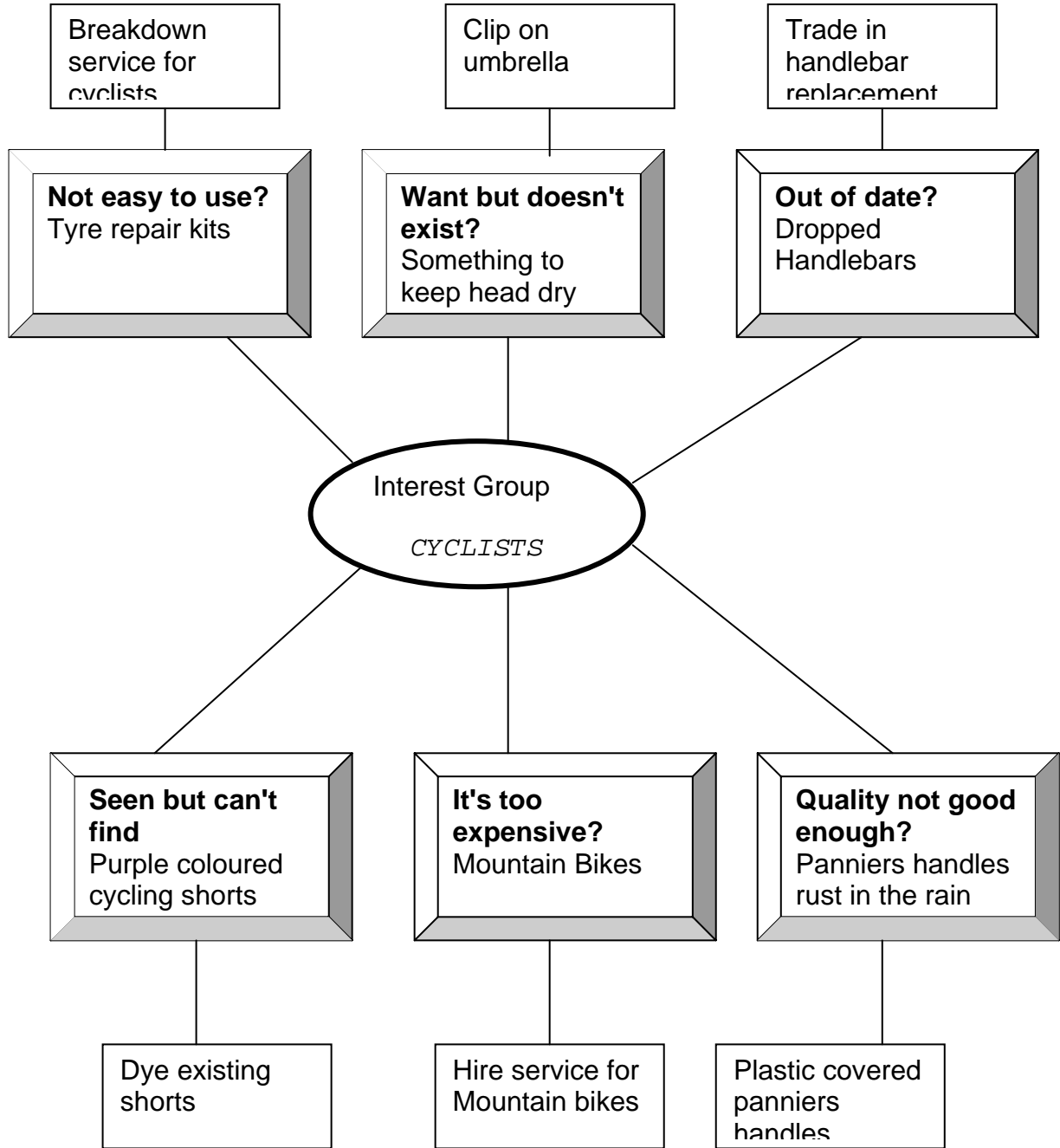
Which businesses?

Which people?

What Products?

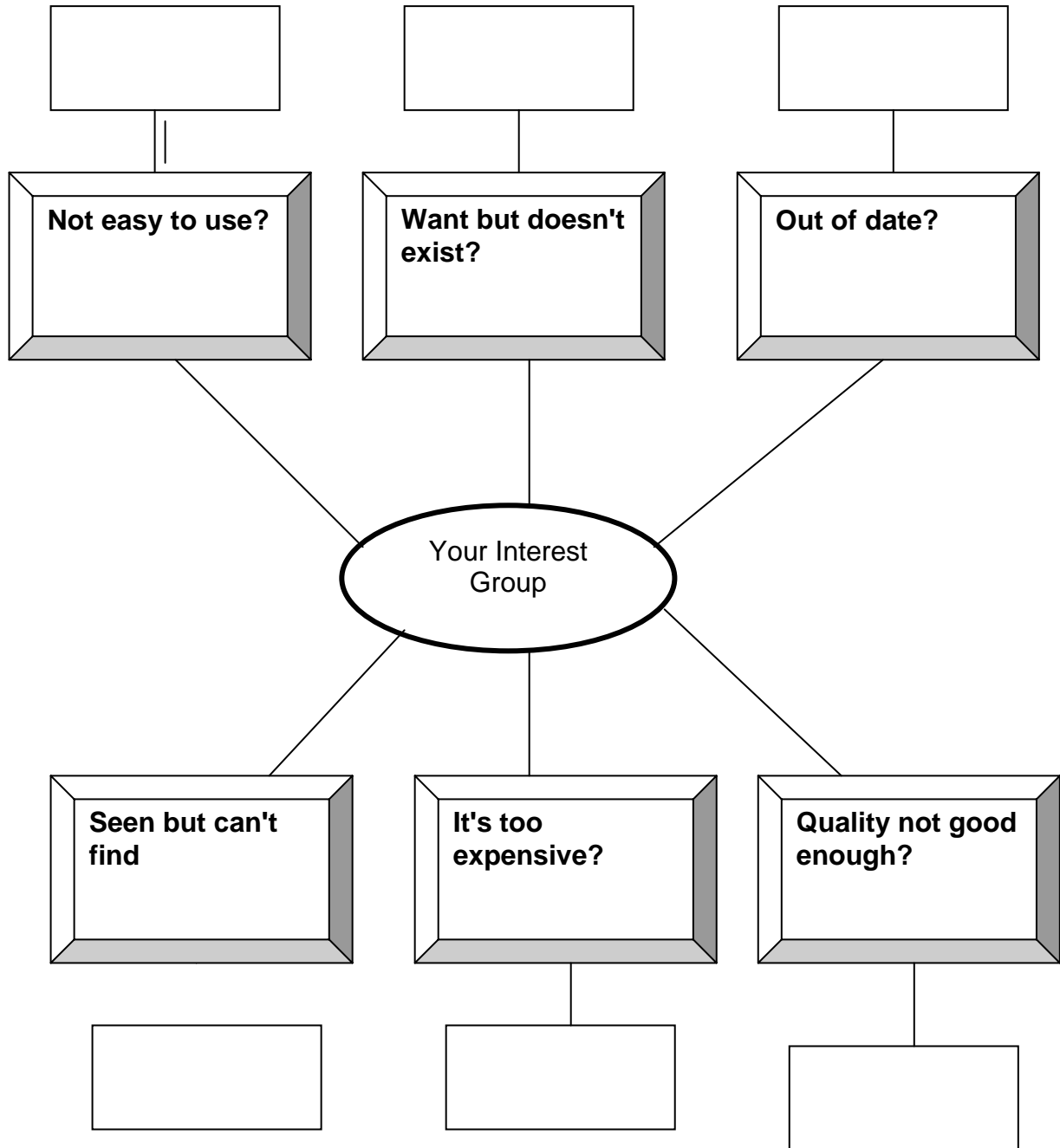
What products?

**People Want Things**

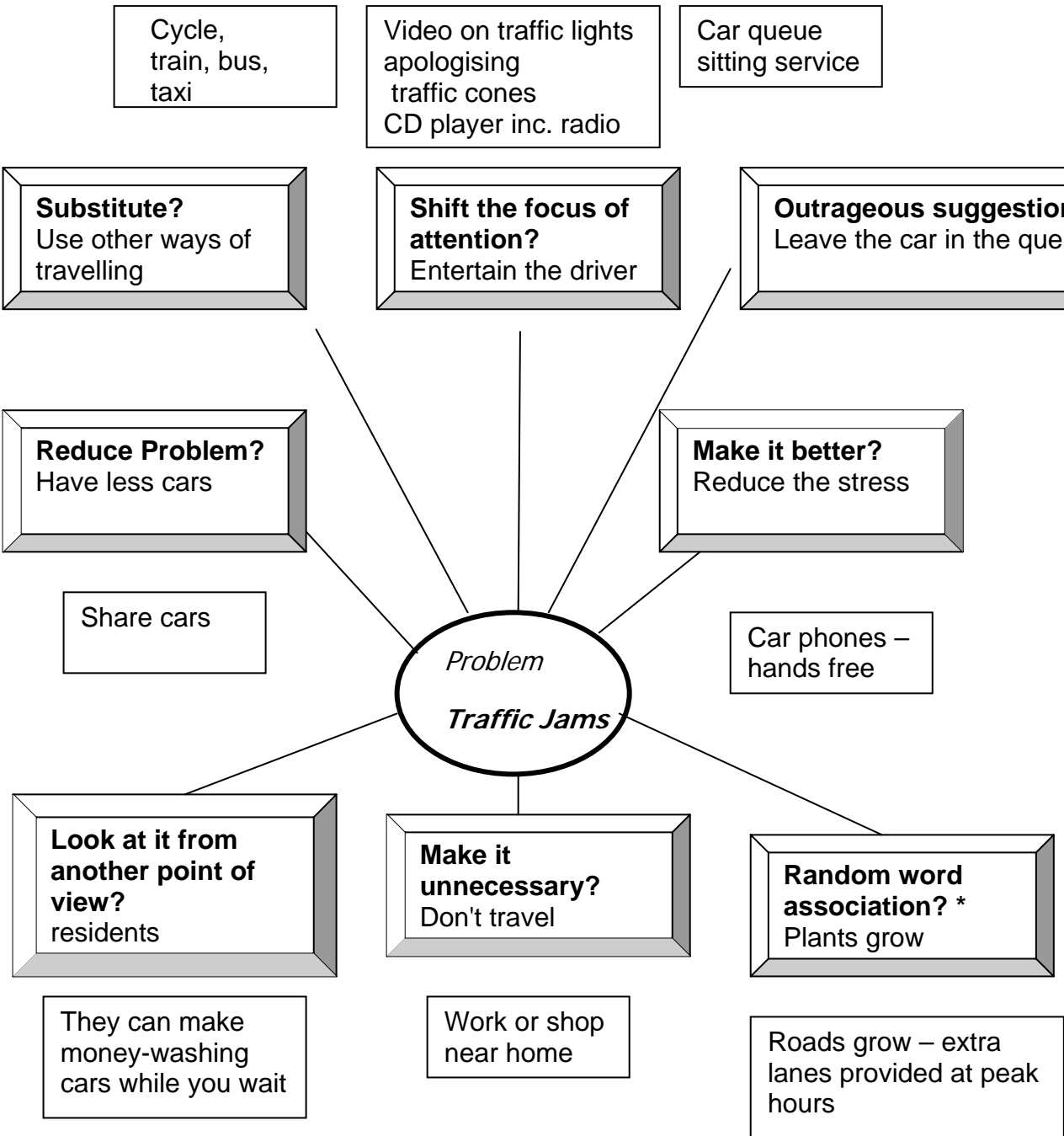


## People Want Things – Your Ideas

Choose your interest group – write it in the circle & then use the prompt questions to think of ideas



**Problems Mean Opportunities**



\* for this use a dictionary/yellow pages choose any word. Then let your mind wander from that word to solutions to the problem

## Problems Mean Opportunities – Your ideas

Choose a problem – write it in the circle & then use the questions to help you think of ideas

**Substitute?**

**Shift the focus of attention?**

**Outrageous suggestions?**

**Reduce Problem**

**Make it better?**

*Problem*

**Look at it from another point of view?**

**Make it unnecessary?**

**Random word association?**

# Expanding Your Idea

Our business is a product for people...

## Products

- Novelty cakes
- Ready made cake mixtures
- Book on cake designs

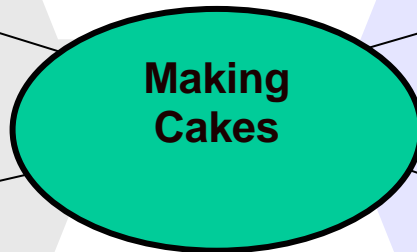
## Services

- Cookery classes
- Cake tin hire
- Catering service
- Diet recipe help line

## Selling for others

- Icing kits
- Cake making equipment
- Cookery books
- Novelty cake packs

*For people*



- Novelty business logo cakes
- Special diet cakes for cafes
- Make cake decorations

- Cake delivery service for cake shops
- Diet advisory service for caterers
- Equipment hiring service

- Agent for corporate cakes
- Wholesaler for cake packaging
- Distribute training videos to the catering industry

*For businesses*

## Products

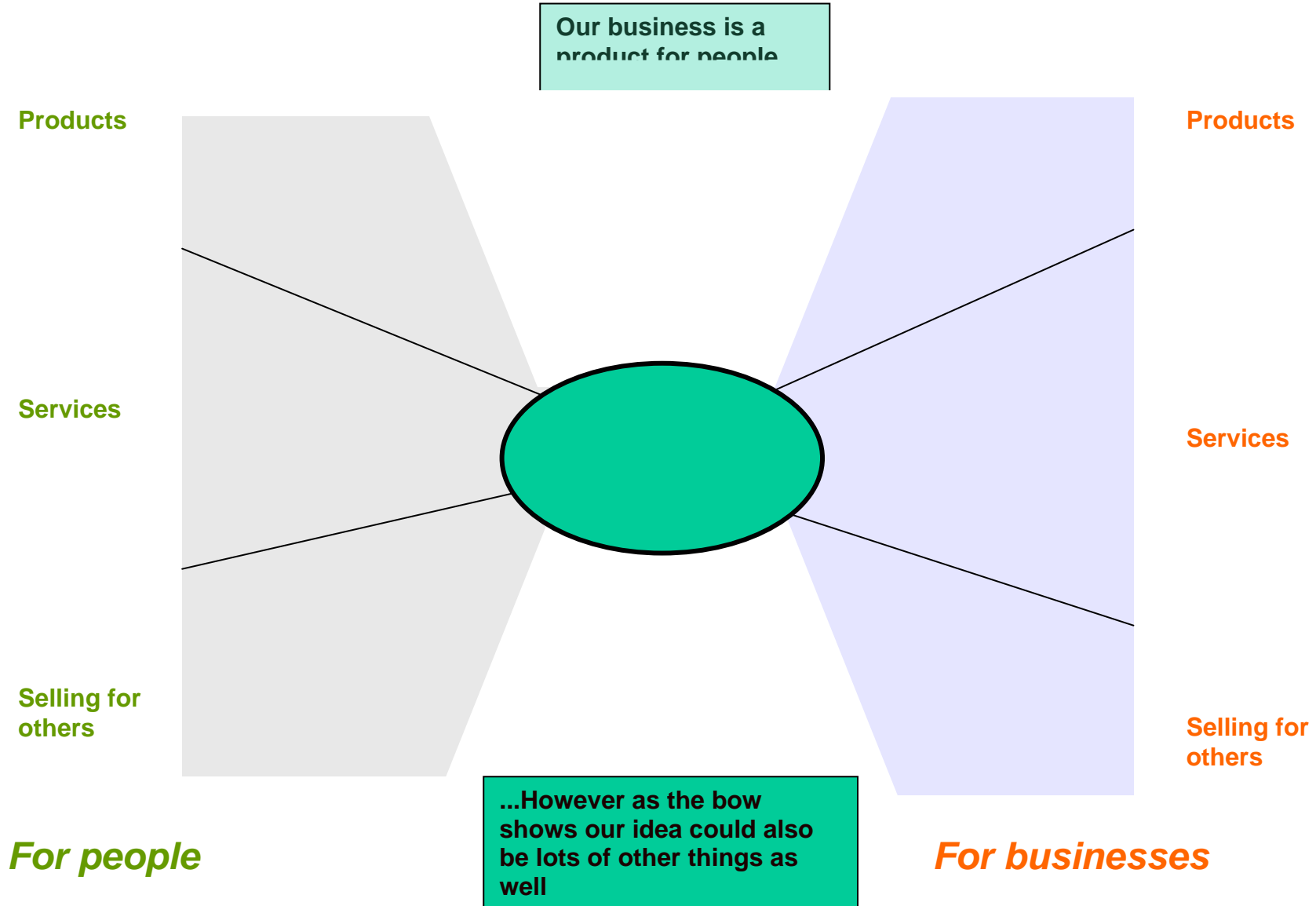
## Services

## Selling for others

...However as the bow shows our idea could also be lots of other things as well

# Expanding Your Idea

Want to make your existing idea better? Use the bow below to explore all the different options



## **Checking Out Your Idea**

Is your idea a business?

There are 4 key points to consider

- **Do you want to do this?**
- **Is there a market for your idea?**
- **Can you provide what the customer wants?**
- **Can you get your idea to the customer?**

### **Do you want to do this?**

Is this idea something you really want to work at?

Do you want to deal with the sort of people who will be customers?

Do you have the health, energy & personality to carry out this idea?

Can you cope with the long hours, few, if any holidays etc that might be associated with this idea?

Would you give up things that are important to you to make a successful business from this idea?

Have you got appropriate backing to go ahead?

Is this idea more important to you than any other you're working on at the moment?

### **Is there a market for your idea?**

Do you know who your customers will be?

Will they pay for your product or service?

Do you think there are lots of customers for your idea?

Roughly how many?

Do you know who your competitors are?

Roughly how many are there?

Will people use your product or service rather than your competitors?

Do you think you'll be able to get more customers in the future?

Can you think of 3 advantages you have over your competitors?

- 1.
- 2.
- 3.

Can you prevent other people copying your idea?

### **Can you provide what the customer wants?**

Have you got or could you get the skills to produce your product or service?

Can you make or, provide the amount & quality of products or level of service that the customer wants?

Do you know how much you could charge for your product or service?

How much?

If you need people to help you provide your product or service do you know anyone who could?  
Do you know approx. how much money you need to start up your business?  
How much?  
Do you know how much you will need to run your business for the first year?  
How much?  
Have you got the money to start up & run your business?  
How much do you still need?  
Where will you get it from?

### **Can you get the idea to the customer?**

Do you know how your customer buys this product or service?  
Is there a special publication that your customers read?  
Do you know any agents or distributors who sell to your customers at present?  
Who are they?  
Do you know any outlets or organisations with which your customers deal at present?  
Where are they?  
Will these outlets or organisations promote your idea?  
Can you get the names & addresses of a large number of your customers?  
How many roughly?  
Do you have several customers who have already said they will buy from you?  
How many?

If some of these questions don't yet have an answer yet, time to do some homework!
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