



Exploring Trading Ideas

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Session Overview

- Why do you want to trade?
- Who should you involve in developing your trading activity?
- Where do you get your trading ideas?
- How do you assess your ideas?



Why do you want
to trade?



Whose idea?



Trading may mean
changes



Your enterprise team



Generating trading ideas



Wouldn't it
be nice if...

		Products / Services	
		Existing	New
Customers	Existing	Market Penetration	Product / Service development
	New	Market Development	Diversification

Selling Activity	Opportunities for you
Hiring space	
Selling Knowledge e.g. information on needs of particular sectors of community	
Selling skills e.g. administration skills or consultation skills	
Selling services e.g. day care services for elderly or sports activities	
Selling goods e.g. items made by service users or donated goods	



Get inspired by.....



Business Ideas Generator

Prompts you to think about what you can do with:

- Your resources
- Your skills
- Knowledge of your community, e.g.
 - People want things – can you provide what they want?
 - Problems mean opportunities.....



Assessing your ideas

Assess your ideas against your criteria, e.g.

1. Will the idea fit with your mission?
2. Will it achieve what you want it to?
3. Do you have the skills and resources to run this activity?
4. Is there enthusiasm for the idea?
5. Do we know people / businesses who will want to buy the product / service?
6. Will it make money?
7. Are the risks to your organisation of doing it acceptable?





High Mission Impact
Low Sustainability

High Mission Impact
High Sustainability

Low Mission Impact
Low Sustainability

Low Mission Impact
High Sustainability



Any questions?