

repeat customers. To bypass competitors primary services offered will be hourly technical aid though the local market for this business is not new.

Threat to Sales – Competitors would be able to exceed our quality. Since they would be already established, discounts would be offered. Our startup company would be unable to go this way since it's new. However if Data Quick follows its plan of following fast and reliable technical assistance it should be a lucrative business.

Threat to Operational Financing – The goal is to start-up as inexpensively as possible. Since computer consulting start-ups are ideal entrepreneurial opportunities with very low start-up costs. Capital expenses can be met but recurring expenses would be tough as the business have yet not been established.

Evaluation

Business Idea	Resource requirements	Rank	Risk Tolerance	Rank	Business potential
Idea 1	Human Resources Equipment Building Finance	High High High Medium	Personal risk Business risk	Low-medium Medium-high	medium - high
Idea 2	Human Resource Equipment Building Finance	Medium Low Low Medium	Personal risk Business risk	Low Low-medium	Low-medium