**Business Plan Step 1.5 in Detail – Choosing your Business**

*Include as much detail as possible. You will be graded according to the amount of detail you provide and how descriptive you are*

**Save As**: FirstInitialLastName BPS 1

Example -- BBarrett BPS 1

1) Identify the problem your business will solve

2) Identify the products and services your business will offer to meet solve the aforementioned problem

3) Discuss the advantages and disadvantages of each choice

4) Select your Opportunity

5) Discuss why your decision was the right decision (summary)