Business Opportunities & Competitive Advantage: Outline

Student’s Name

Institutional Affiliation

Date

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**Thesis Statement:** This paper describes my potential business opportunity and assesses how the product meets the unmet consumer need or problem, and its target market or customers. In its final part, the paper discusses how the business will attain its competitive advantage in the marketplace and industry.

**I.** Description of the Product

**II.** Meeting unmet Consumer Problem or Need

**III.** Target Market or Customers

**IV.** Competitive Advantage