The Business Opportunity Decision Processes

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A business is an entity that is systematized for buying and selling products, services and knowledge. On the other hand, an entrepreneur is a person who generates a novel trade, taking up full responsibility for the business. An entrepreneur is usually viewed as a creator: the origin of novel concepts. When an entrepreneur wants to start a new business, they need to evaluate the capacities and capabilities of the business to work. Their investigations must be thorough. The investigation includes examining and weighing the risks and benefits associated with the business. While making the business opportunity decisions, the entrepreneur requires doing a product, human resource and financial analysis. The business opportunity decision processes include self-analysis, financial assessment, market research, risk assessment, and support, as discussed in this paper.

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Self-analysis is critical for any entrepreneur. Before starting any business, entrepreneurs must analyze whether they have the ability and readiness to take risks (Abrams, 2012). Additionally, they should gauge whether they have the oomph and time to make their business a success. Besides that, they should also evaluate their abilities, talents, goals and desires. Entrepreneurs should know that most businesses fail due to a lack of proper management and the incompetence of the business owner to manage resources.

The second process is the financial assessment. Entrepreneurs should gauge the resources they own. The financial assessment also includes the savings the entrepreneurs have so that they can add to their venture. Entrepreneurs should know that bank lenders require them to come up with a share of their investment, which is their savings, as a sign of their will to take the risk with the bank (Abrams, 2012).

The third process is market research. Entrepreneurs need to carry out thorough research on the market they want to get into to determine the feasibility of their business. The research involves the customers, customer location, and the kind of competition in that area. Another process is the assessment of risk. Entrepreneurs should carry out a genuine evaluation of the risks involved with their business. This will help them prepare for the problems they will encounter and further weigh them to see if it is worth the investment. Risk assessment involves the factors that will affect the business negatively, such as, the state of the economy, and the competitiveness of the competitor (Abrams, 2012). Support is one thing taken lightly by entrepreneurs. Entrepreneurs should evaluate the amount of support they require from their families and other sources. During the initial stages of a business, a lot of time is taken; this might affect the relationship with the family. Therefore, an entrepreneur needs to have communicated to his or her commitments.

**Decision Process Devised**

The decision process devised for the product of choice is market research. As seen above, market research helps determine the feasibility of the business. It involves gathering and analyzing information to help solve marketing information (Abrams, 2012). Market research educates one about the possibility of introducing the new product before committing time and budget on the new venture. The service chosen is freelancing and online product advertising. After conducting market research, I found out that most businesses have been affected due to Covid19 pandemic. This is because of the social distancing issue; one of the measures of control of the pandemic. I, therefore, determined that most of the convenient jobs are online. This gives the chance of my services to be turned into a business. The demands of my services will be online. I will advertise my products online and do the sales online. With the decrease in physical meetings and promotion of cashless business entities, the demand for online transactions has sharply increased.

References

Abrams, R. (2012). Entrepreneurship: A real-world approach. Palo Alto, CA: Planning Shop.