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## **Chapter 35 Developing a Business Plan**

## Section 35.1 The Business Plan

## Green Marketer Activity: Green Building = Smart Business

**Directions** An essential part of business planning is defining your "niche," or core specialty. On the Small Business Planner section of its Web site, the Small Business Association gives the following advice:

While researching your own company's niche, consider the results of your market survey and the areas in which your competitors are already firmly situated ... Try to find the right configuration of products, services, quality, and price that will ensure the least direct competition.

Use this advice to help you develop a business idea. Look for a niche providing an eco-friendly product or service in your community. First, choose an idea for a green business. Second, do research to identify competing businesses. Third, examine the competitors' configuration of products, services, quality, and price. Fourth, refine your business idea so that your products, services, quality, and/or price are distinct from the competition and answer the following.

| ite two or three paragraphs summarizing your research and conclusions. |  |  |  |  |  |  |
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