

# BUSINESS BRAINSTORM

Thinking of starting your own skilled trades business? Consider the following to help decide if this idea is viable.

NICHE:	What kind of trade and what would you like to do?
TARGET MARKET	Who is your ideal customer?
THE PROBLEM	What problem does your customer have?
YOUR SOLUTION	How can you solve this problem?
LICENSES / CERTIFICATIONS	Do you need any licenses or certifications to do this job?
COSTS	What are your major expenses? How much does it cost you per customer or product?
PROFIT	How will you make money in this job? Considering the costs, what will you have to charge?