



# INTERNAL FACTORS

Fill out the cards according to your book and place in numerical order

MY DREAM

STEP 1

MY BUSINESS

STEP 4

MY PRODUCT

STEP 6.1

ADVERTISING

STEP 6.4

MY PROFILE

STEP 2

MY RESEARCH

STEP 5

MY PRICE

STEP 6.2

PERSONAL  
DEVELOPMENT

STEP 10

MY IDEAS

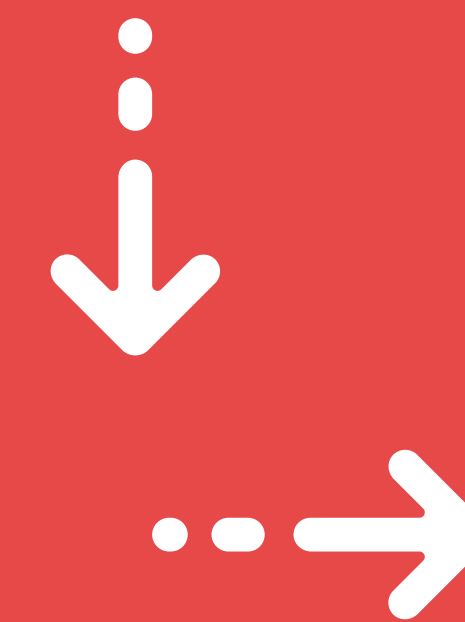
STEP 3

MY BRAND

STEP 6

MY LOCATION

STEP 6.3



# EXTERNAL FACTORS

MY SALES

STEP 7

MY HR

STEP 8



  
RESULT:

MY FINANCES

STEP 9

FINANCIAL  
ANALYST

STEP 9.1

ACTION PLAN

STEP 11



BYNECESSITY  
INNOVATION BUSINESS PLAN