Identifying an opportunity.

Solving a problem Filling gaps in the market Observing trends **Economic Forces** State of the economy Environmental trends suggesting business, Level of disposable income product, or service opportunity gaps. Consumer spending patterns Social Forces Social and cultural trends Demographic changes Business, Product or What people think is "in" New Business. Service **Opportunity Gap** Product, and Difference between Technological advances what's available and Service ideas what's possible New technologies Emerging technologies New uses of old technologies Political and Regulatory changes New changes in political arena New laws and regulations