

Product Research

Weekly Report 24

3/11 - 3/17

During this past week, my focus has been primarily on deciding how to create my final product and the process that would need to be followed for it.

For my final product, my goal is to create a Strategic Financial Plan that a small business owner can follow in order to assist them with creating a sustainable business. My process includes interviewing various small business owners and selecting one to shadow and create a strategic financial plan for. By creating a strategic plan, it will allow me to use what was learned from the past year in ISM about consulting, finance, and entrepreneurship to create a cohesive and tangible product. In order to complete this product, my research will include analyzing successful small businesses and finding what aspects of their business allow them to be sustainable and profitable. My research will also be based on working closely with the small business owner so that a greater understanding of the way their business functions can be garnered by me. My product will most likely assist with the primary factors that small business owners must consider, however, my anticipation is that it will only be able to cater to a certain domain of businesses, due to the sheer vastness of businesses types and products