

# The Six Measures of a Great Market Opportunity



## Size

Is it big enough to make it worth my while?



## Growth

Is it still going to be a worthwhile sector into the future?



## Lifetime Value

How valuable is it? What potential does it offer for repeat business?



## Fit

How well does it work for my brand?



## Uncontested

How much competition will I face?



## Motivating

Will it help me encourage or retain staff?