
Do This! (4) Research Your Business Idea

(Instructions for Online Exercises on Page 36)

The objective of this exercise is to learn how to research your business idea by reviewing the websites of other businesses similar to your business idea.

One method of doing this is by using Google or another search engine (Bing, Ask, etc.) to search for specific information by using keywords or phrases.

Performing Research

There will be a lot of research using the internet that will be required for this and other exercises. One method for recording the information that you find interesting, is to copy and paste from the website to a Word or other word processing software.

As you come across interesting information, highlight it then copy and paste to the open document.

Instructions

1. Go to www.google.com
2. Enter a search term in the Search field (i.e. Landscape company, Day Care Center, etc.)
3. Click on the website link of something you find interesting
4. Review the site by clicking on the site menu tabs
5. If you see something you like, highlight it, then copy and paste into the open word document.
6. Continue this process until you get the information you feel is important from this plan then move onto the site