Research for a Business Idea is an interactive technical note which develops the procedure for carrying out the investigation for a business venture. Once students have an initial business proposal they can work through this material as a learning aid before launching the idea.

This technical note will allow students to:

- Expand the analysis of their business idea
- Assess the viability of their idea
- Discover possible problem areas

The investigation can be printed in report format at any time, and this can then be requested by the professor for class discussion.
Through the main menu students can enter the sections that make up the research. Theoretical notes accompany each of the sections and justify their importance in the investigation process. A password system allows the analysis to be completed in various sittings.
Students complete the information required in each of the sections whilst at the same time comments along the way help them to reflect on the viability of their ideas.

This interactive technical note places emphasis on certain sources of information that should be used. They include links to: news and articles, internet searches, business associations and government bodies.