**INTRODUCTION TO ENTREPRENEURSHIP**

**Learning Outcome 3: ACTIVITY 2**

**Create a business plan and pitch for a business idea (preparation exercise): My market share**

For your business plan, estimate your market share. Link with the market share of your competitors that were discussed in Activity 1.

For this exercise, ask for feedback from your peers on your targets for market share.

(Note that this activity also relates to Element 4.)

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| **Time (months)** | **Market share** | **Measure** |
| Three |  |  |
| Six |  |  |
| Nine |  |  |
| Twelve |  |  |

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| **Feedback on market share predictions: Name** |
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| **Feedback on market share predictions: Name** |
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| **Feedback on market share predictions: Name** |
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