

Identifying Opportunities

Task: In small groups, identify one business opportunity & create one business in Hingham based on an identifiable NEED (currently it is not being addressed).

Example #1: parasailing business in Hingham Harbor for tourists.

- Be creative and name the business; Located where in Hingham?
- Describe how the business would operate and how it would earn money. Provide details.
- Who are the competitors? Would there be demand for it? Describe your typical customer?