







# Generating & Assessing Trading Ideas

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# Session Overview

- Starting points...
- How can you help your client generate trading ideas?
- How do you help your client assess their ideas?

# Starting Points

- What do you understand by 'trading'?





# Starting Points – Benefits of Trading

- Flexibility
- Independence
- More self-sufficient
- Spread income sources
- Long term opportunities
- Match funding
- Develops skills and facilities
- Benefits people



# Generating trading ideas



Wouldn't it  
be nice if...





# Generating trading ideas

- What does the organisation do now?
- Who are its present users / members / customers / clients?
- Who else might use the existing service?
- What else do existing 'customers' need?



# Generating trading ideas

Think about what you already do or have that you can sell.

- Space
- Knowledge and skills
- Activities like training or catering
- Things like artwork or donated goods.
- **Think creatively - the following may help to prompt ideas**



# Generating trading ideas

<b>Selling Activity</b>	<b>Opportunities for you</b>
<b>Hiring space</b>	
<b>Selling knowledge</b>	
<b>Selling skills</b>	
<b>Selling services</b>	
<b>Selling goods</b>	



# Generating trading ideas

Development Trusts Association –  
'Big Ideas Generator'

Prompts you to think about what you can do with:

- Your resources
- Your skills
- Knowledge of your community, e.g.
  - People want things – can you provide what they want?
  - Problems mean opportunities.....



# Starting Points

- Building an Enterprise Team  
(who should be in it?)



# Assessing trading ideas

		Products / Services	
		Existing	New
Customers	Existing	Market Penetration	Product / Service development
	New	Market Development	Diversification



# Assessing Trading Ideas

1. Does idea fit with mission?
2. Is there enthusiasm and commitment?
3. Do you have the skills and resources to do it well?
4. Is there a market (a need and are people willing to pay)?
5. Will it make money (business planning)?
6. Are the risks acceptable?





# Resources

**Stepping Up To Enterprise website**

[www.stepsuptoenterprise.org.uk](http://www.stepsuptoenterprise.org.uk)

assess your needs, link to resources and case studies

**Unlock Your Potential website**

[www.unlockyourpotential.info](http://www.unlockyourpotential.info)

basic information and sheets to complete

**Finance Hub 'Introductory Pack on Funding and Finance**

[http://www.financehub.org.uk/introductory\\_guides.asp](http://www.financehub.org.uk/introductory_guides.asp)

[a](#)

guide on how to prepare for trading including practical tools

**NCVO Sustainable Funding Project website**

[www.ncvo-vol.org.uk/sfp](http://www.ncvo-vol.org.uk/sfp) case studies, practical

information, tools

