Comparing Potential Profitability _____ (name) _____ (date)

Name	**Description**	**Profitability**	**What's Needed**	**Synergy**	**Benefits**	**Local / Nat'l** & limiting factors	

Create your own categories, rows and columns. Sort out each different product, different target market, etc.; use only one row, column or cell for each different item or strategy and do not combine with "and".

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