

# BUSINESS QUALITIES

VR \_\_\_\_\_  
**Self-Employment**  
\_\_\_\_\_ Guide

Small businesses have a hard time attracting customers based on low prices. There are many reasons that people choose businesses beyond price. To help you get started thinking about the qualities of your business, answer the following questions:

## **1. What are some important qualities of your product or service?**

**What makes your product or service unique? What are your strengths?**

## **2. How will customers benefit from buying your product or service?**

### 3. What types of customers are you trying to attract?

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