

## Areas to isolate & target

### Covered in this section:

#### Areas of innovation

- All business ideas are directed at trying to improve something or allowing someone to do something they couldn't do before
  - There are 4 categories of areas into which you can apply your business ideas
- 1) Product / Service**  
This is whatever you are selling to a customer - it can be a physical item or a service
  - 2) Procurement**  
Where did your product/service come from?  
How did you obtain the items that went into the product?  
Where did the persons who deliver the service come from?
  - 3) Delivery**  
How does the product get to the client?  
What kind of delivery mechanisms are involved?
  - 4) Promotion**  
How does the client find out about your product/service?  
What's your marketing strategy?
- You can innovate in all four areas
  - Don't only think about one, business ideas are not one dimensional