One of the most fun aspects of setting up your own business is deciding what you’ll do. Chapter twenty-one of *The Graduate Career Guidebook* outlines several strategies to help you come up with a wide range of options, whether completely new or creative adaptations to goods or services already on the market.

List three possible ideas in the exercise below.

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| --- | --- | --- | --- |
| **Self-assessment: Your business ideas**  Use the approaches outlined on pages 267-269 of *The Graduate Career Guidebook* to come up with three exciting business ideas.   |  | | --- | |  | |  | |  |   . |