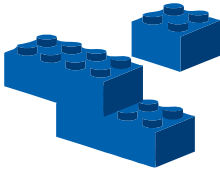
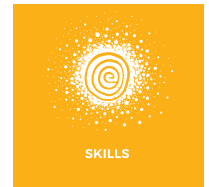
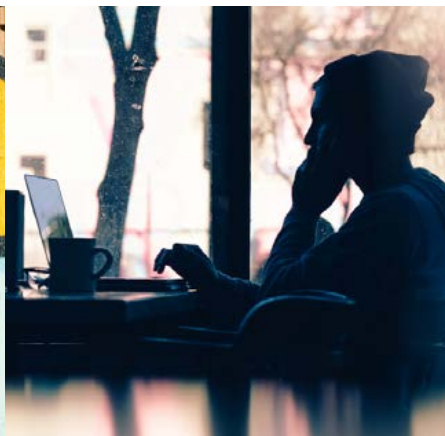


KEY ATTRIBUTES



Now that we have an understanding of key attributes and how they form an essential part of the identity of an organisation or business, look at the following examples and consider what their key attributes could or should be.

1. Local fashion designer
2. Internet cafe owner
3. Vegetable farmer



Here are the instructions for the assignment:

1. Write a brief description of each business (think about their value proposition and key activities)
2. Write down 2 - 3 key attributes
3. Now that you have spent a bit of time playing with these concepts, reflect on your own idea. What are some of the key attributes of YOUR business?
4. You can use a mindmap tool, make a list or a diagram as you brainstorm
5. Select the top attributes and add them to your Ideas Canvas.

