



Hello,



Good morning.

Identifying a business opportunity is just the starting point. An entrepreneur needs a systematic approach for assessing these opportunities. In this issue of SATTVA, we have endeavored to reveal how a business opportunity should best be evaluated.

The video review provides an insight into how the legendary Jack Welch transformed the iconic GE Corporation by astutely identifying which business opportunities to pursue, and which ones to let go of.

Warmly,

[The Editorial Team](#)



[Video Case Study](#)
Jack Welch at GE



A fascinating portrait of the outstanding business leader behind one of the world's most stable corporate behemoths - General Electric. The video delves into Jack Welch's personality, his business acumen, and the landmark decisions that set the course for the giant corporation into the new millennium and thereafter. [More.](#)



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Business opportunities appear to be in plenty, depending on where you look and whom you ask. But every opportunity may not hold the promise of becoming a business by itself.

Outstanding entrepreneurs are distinguished by the ability to systematically and thoroughly evaluate a business opportunity. It calls for a pragmatic approach to the subject, and a comprehensive grasp of the environment, tools and techniques. This note covers it all and more. [More](#)

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