



# **The New Business Road Test: What Entrepreneurs and Executives Should Do Before Writing a Business Plan**

*John Mullins*

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## **The New Business Road Test: What Entrepreneurs and Executives Should Do Before Writing a Business Plan** John Mullins

The New Business Road Test shows how to assess market opportunities. Building on lessons learned by studying numerous entrepreneurs, the book details the author's seven domains model for assessing new business ideas. The model is comprised of four market and industry domains and three related to the entrepreneurial team. These seven domains address the central questions in the assessment of any market opportunity: Are the market and industry attractive? Does the opportunity offer compelling customer benefits as well as distinct advantage over other solutions to the customer's needs? Can the team deliver the results they seek and promise to others?

## **The New Business Road Test: What Entrepreneurs and Executives Should Do Before Writing a Business Plan Details**

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# **From Reader Review The New Business Road Test: What Entrepreneurs and Executives Should Do Before Writing a Business Plan for online ebook**

**C A Rollins says**

Still waiting to receive book.

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**David Mayes says**

Best book I have seen focusing on the need for market research and competitive advantage. Mullins 7 Domains force entrepreneurs to think analytically not only about their idea but more importantly themselves and their capabilities.

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**Nattapol Lerd-udomviriyaya says**

This book provides a beneficial framework to draw a business plan. It not just about check-list of entrepreneur.

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**Pedram says**

Easy to read and full of examples for each seven domains of an attractive business opportunity. It is a good guide for preparing a business plan for investors or customers.

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**Shae says**

Great book for business owners and startups. It teaches you what you need to complete a successful and well thought-out business plan. The book highlights the importance of insight from customers, industry research, advisors, and so much more. The New Business Road Test was a requirement in Grad school (business), I gain a lot on why so many companies fail. Mullins does not guarantee that you will not fail, but he provides best practices on how not fail.

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**Jose Papo says**

Very interesting analysis of what you need to know before opening a business. The questions commonly asked by VCs and who will help you fail less: what is your market? What can you do better than what exists today? What is the size of the market? How is the industry structure? Who is the team and how much

commitment to the idea do you have?

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### **Aakash Barot says**

Great insight. But you can get the entire knowledge in probably a 30 mins presentation.  
5 sectors to focus on is great..

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### **Siim says**

The steps you need to take before a business plan. This is my go-to book when it comes to road testing ideas.

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### **Judy Logback says**

Definitely one of the most useful books for entrepreneurs to assess their idea before starting.

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### **G.Bhatt says**

Good business book!

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### **Franco Arda says**

Many ventures never get off the ground. Of those that do, the majority will fail. This book certainly helps you improving your odds of success by giving you a structured approach to thinking about your idea with the 7 domains. The author achieves a great balance between academia & practice.

Personal highlights of the book:

- barriers of entry: too high, too low ...
- being competitive without patent protection
- the 2 CSF (Critical Success Factors) for high-tech innovation !!!
- the large market fallacy
- great opportunities: where do they come from?
- evidence-based forecasting
- the analogy method for new-to-the-world high-tech products

In particular high-tech ventures (Internet startups) will find this amazing book very useful.

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### **Fernando Torre says**

The ideas are extremely important to entrepreneurs. However, I felt the execution of the book could have been better. I got the impression that the author is great at giving college lectures, but not that much at writing for general audiences. Most of the content could have been exposed in far fewer pages. The examples given include far too much content irrelevant to the point being made. The Lessons Learned section in every chapter, although a useful summary, duplicates too much information and could have also been shortened quite a bit.

In short, the ideas and tools in the book are useful, but the book itself was too long and sometimes a drag to read.

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### **Kiyoko says**

This book provides a beneficial framework to draw a business plan. It not just about check-list of entrepreneur.

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### **Kaitlynn Harvester says**

Good insights and case studies. Could be helpful if you're really struggling about where to start with your product.

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### **Duncan says**

Pretty boring book. Picked it up after reading his co-authored book "getting to plan B", which is well-written. this one isn't, which leads me to believe that the good writer is is coauthor.

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