

To effectively document the processes and activities of idea generation for your business plan, you can structure your report as follows:

1. **Subscription Service:** Although it had merit, the competitive landscape made it less attractive compared to the electronic bag.
- Presentation of Ideas:** Ideas were presented verbally and visually (e.g., sketches or slides) to ensure clarity and engagement.
- Eco-Friendly Products Justification:** Growing market for sustainable products, but requires more research on sourcing materials.
- Diversity of Ideas:** Discussion of Ideas: Yes, different ideas were discussed, including concepts such as an electronic bag, eco-friendly products, and a subscription service for students.
- Reflection of Variety:** The variety of ideas was evident, as each group member contributed unique perspectives based on their interests and experiences.
- List of Ideas and Justifications:**
 - Electronic Bag Justification:** Innovative concept with potential for high demand among students for convenience and tech integration.
- b. **Group Discussions Inclusivity:** All group members were encouraged to share their thoughts, ensuring a collaborative environment.
- Prioritization of Ideas Criteria for Prioritization:** Ideas were prioritized based on feasibility, market demand, and innovation.

2.3.4.5.