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| Trend |  |  |
| Definition |  |  |
| The impact on my business is... | ?? trends will impact my business because... |  |
| These two trends are similar because... |  | |
| These two trends are different because... | The difference between this ?? trend and the ?? trend is  The impact of this is....  Another difference I need to consider is..... | |
| The risks of opening my business with this trend are... |  |  |
| The opportunities with this trend are... |  |  |
| The impact of these trends on a business similar to mine is… |  |  |