Thank you for agreeing to take part in this initiative and assisting our undergraduate hospitality students to gain real world entrepreneurial experience. The aim of this project is to provide students with the opportunity to explore an innovative idea within the tourism and hospitality context. In doing so students will perform a feasibility analysis on your idea, identify viable target markets and provide recommendations to guide its successful implementation. As an industry participant, we would like to ask you a few questions about your current business and the idea you would like us to explore on your behalf.

**UQ TOURISM AND HOSPITALITY ENTREPRENEURSHIP STUDENT PROJECT**



**Name of your business:**

**Address:**

**Years in operation:**

**Number of full time staff:**

**Number of casual staff:**

**Busiest periods:**

**Quietest periods:**

**In a short paragraph, please describe the nature of your current business and its core offering.**

**What makes you stand out from your competitors?**

**What kind of experience and/or outcomes are your consumers seeking from your business?**

## Describe your current market:

**Please provide as much detail as possible about your innovative idea that you would like us to investigate. Feel free to attach any images, photos or examples of similar experiences and products that provide a visual representation of the idea.**

**What do you hope to achieve via the implementation of this idea and how will it help improve or enhance your current business?**

## How much are you willing to spend / invest in this innovation?

**Are you happy to receive the odd email from the student team allocated to your business seeking further information if needed?**

**Yes, please provide your preferred email contact:**

**No**

**Thank you for this information. Please return this form to me via email:** [**g.walters@uq.edu.au**](mailto:g.walters@uq.edu.au) **no later than February 19, 2019.**

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