Critical appraisal strategy

Critical appraisal is the use of explicit, transparent methods to assess the data in published research, applying the rules of evidence to factors such as internal validity, adherence to reporting standards, conclusions and generalizability. Critical appraisal methods form a central part of the systematic review process. They are used in evidence-based healthcare training to assist clinical decision-making, and are increasingly used in evidence-based social care andeducationprovision. When an entrepreneur is think about setting up in business it is important to think carefully about what is needed to make the idea a success, how the business will compete against other firms and how muchmoneyis needed to run it, these items would usually be included in a business plan.

- The nature of the business it history and its legal structure
- The product it offers, what make it different from anyone else, why customers would buy it and how it is protected from the competition.
- The nature of the market and the firm's customer base .
- The objectives of the business(set-out target that entrepreneur would like to achieve)
- The strategy (this set out how the objective is going to be achieved
- Approach to marketing
- The founder and employee
- The firm's operations (where it is based, the production facilities it requires, the capital it has)
- A forecast of sale over a period in the future.

Idea generation (ideation) is critical to the design and marketing of new products, to mar-keting strategy, and to the creation of effective advertising

copy. In new product development, for example, idea generation is a key component of the front end of the process, often called the " fuzzy front end" and recognized as one of the highest leverage points for a firm (Dahan and Hauser 2001).

Ideation is the creative process of generating, developing, and communicating new ideas, where an idea is understood as a basic element of thought that can be either visual, concrete, or abstract. Ideation is all stages of a thought cycle, from innovation, to development, to actualization. As such, it is an essential part of the design process, both in education and practice.