

Business plan

For

(Name and logol of company)

Date

Owner

Address

Phone number

Email

Web page

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Business Description

Presentation of the business purpose

- What is the mission, vision, and purpose
- What are the objectives of your business (objectives should be specific, measurable, and timely)

Work

- What activity does your business carry out to generate income
- What product or service will you offer
- Why do you think your business will succeed?
- What new experience will you bring to the industry you operate

Demography

- What is the name of the business? Address? Which phone or fax number? E-mail? What is the web address if you have one?
- Who are the owners or the owner?
- How is the business structured? If business is incorporated, where is it incorporated?
- What information is important to your business? Example: is a business start up or exist?
- Date when the business has statuted or registered (KBRA)?

Market analysis

- Which industry will you operate in
- Are you in a developed industry, or in development, or in decline.
- What will happen now or expect to happen in the future in your industry that could have either a negative or positive impact.
- Who are your current customers
- Who are your potential (future) customers?
- What is the basic demographics of potential clients?
- What market share do these potential customers have?
 - What is the total value of the target market?

Competition analysis

- Who are your competitors?
- How would you describe your competitors in the field you have targeted?
- How will you offer your product or service different from the competition.
- How are the competition prices compared to yours
- What experience do your competitors have?
- How strong is your competition reputation?
- Are the number of competitors increasing or decreasing or are they stable?

- What are the strengths or weaknesses of competition in sales or marketing?
- Do a SWOT analysis



- What differentiates you from the competition?

Marketing plan

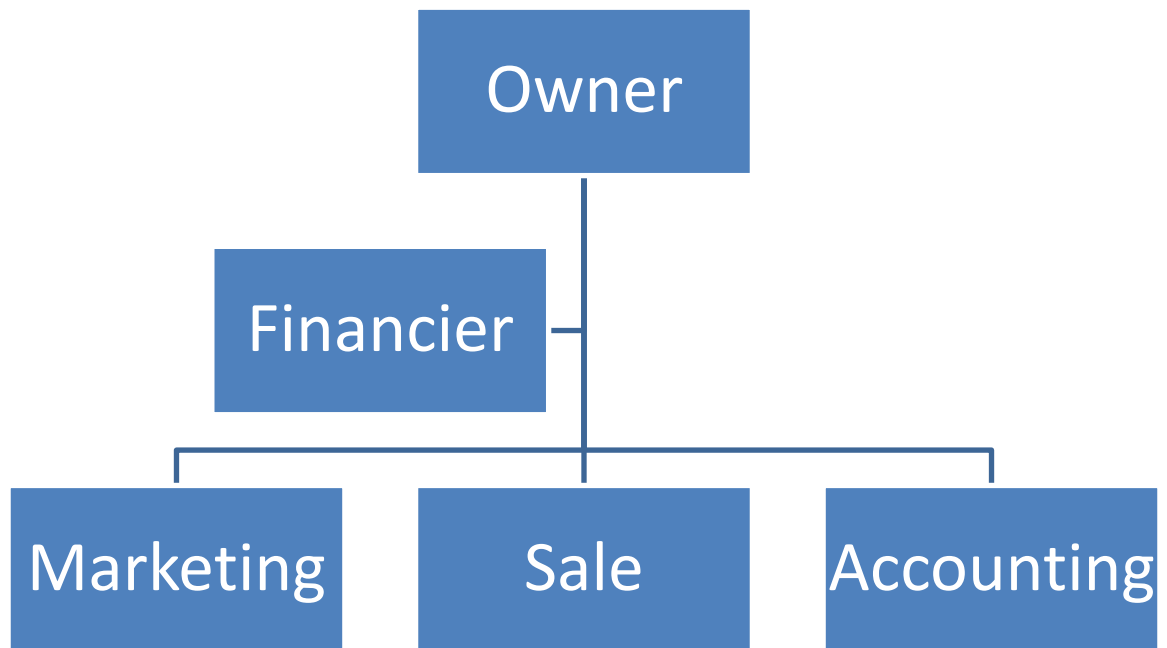
- Describe in detail the market where you will operate or are operating.
- What size of terrace will you serve?
- Specify where you will serve?
- What kind of companies or customers will you serve?
- Will you serve in different types of businesses as a start up or service or producer?

- What is the pricing strategy and pricing structure? How can your pricing strategy differentiate you from the competition?
- What marketing tactics will you use? What advertising will you do? How will you promote your product or service?
- How will you implement these marketing tactics?
- What expertise will you use to develop the marketing plan.

Management plan

- • Who are the key employees in your business? What are their duties?
- If you are a worker, tell me how you will manage to complete all the ounces that need to be completed? What is your first sale?
- What support resources are available if assistance is needed?
- When do you expect to hire staff?
- What experience or experience will you bring to the market, in sales, in marketing.
- What level of education do you have?

- Organization structure.



This is just a simple structure you need to adapt to your work.

Financial plan

- What statements will you use for the initial basis of the financial plan, such as statements about start-ups, increased profit margins, salaries, or other expenses.
- What costs will you have for your start up?
- How will you forecast your cash flow for each month for an entire year. And which cash flow plan for the next 3 years?
- Do you have credit? How much do you have ?

- How much is the financial personnel presented in your financial statements.
- Where is this financing expected to be obtained for your business or your start-up?

- Will they be taken from personal savings?
- Will you borrow from insurance?
- Bank loans?
- Will you win any grants or tenders from certain ministers and municipalities?

- And what will be bought with those finances?

Apendixes

Tabular financial statements

- Start-up costs
- Budget Plan
- Cash flow projection for the next 3 years
- Statement of personal expenses