

# **Business Plan**

NOTE: Please note that this is one of many templates available. They are generally the same, the most important fact is that they contain useful information that you may not have thought about. You can use this document to start organizing your plan.

## **Executive Summary**

Summary of all the key points of your business plan – Do this section last. This section shouldn't be more than 2 pages, so you will need to attach another page.

## **Business Description**

Provide an overview about your business idea/concept/service/etc.

## **Value Proposition**

What makes your business idea/concept/ service/ etc novel (i.e. makes it better than anything else). This should not be price, as you will have difficulties defending this.

## **Industry Analysis**

What does the industry look like? Are there trends? What do your customers buy, eat, look like, education, income etc. The more detail you have the better your chances of success.

## **Competition**

Who are your competitors? What market share do they have? Are there any other companies, parties, etc that could be competitors.

Even if there are no “direct” competitors, there will ALWAYS be some that are close.

## **Marketing Strategies**

How will you get your product into the marketplace? Think of non-conventional (viral marketing) methods that are cheaper than traditional (TV, radio, print) and have a higher impact.

## **Barriers to Entry**

What will stop you from entering the desired market place? Regulations, monopoly, syndication? Also how will you setup your own barriers to entry for other potential entrants into the marketplace?

## Distribution Channel

How will you get your product / service to the intended market?

## Team Summary

Often this can be the most important part of your business plan as investors want to see who else believes in the idea and the experience of your team in the various areas (technical, business, commercialisation, etc.)

## SWOT Analysis

<b>Strengths</b>	<b>Opportunities</b>
•	•
<b>Weaknesses</b>	<b>Threats</b>
•	•

This section deals with the conditions in which your product /service operates. Strengths and weaknesses are internal (team, company, product), whereas opportunities and threats are external (market place, trends, etc)

## **Financial Analysis**

Insert all the financial aspects about your product in here. Cash flow, income statements, balance sheet, as well as start-up income required. This is arguably the most important part of your business plan, spend plenty of time on this and be able to justify any assumptions

## **Critical Success Factors**

What needs to be achieved that will enhance chances of success? Also insert the possibility of these things happening

## **Exit Strategies**

How will you (or any investors) exit out of this project (if you want to) and make excellent return or to move onto your next “big idea”?

## **Future Developments**

What are the future plans for your product / service (if any)?

## **Appendices**

Include any additional information here that may not fit into the sections above (quotes, recommendations, statistics, etc.) You can also attach other documents like spreadsheets to your plan.