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| --- |
| Company name |
| “Your Company” Business plan |
| Your name |
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## Intro

Write a brief description of what your business will be like, what your offer, vision and values are. Intrigue recipient (investor or business partners).

## Goal

What do you want to achieve? Why are you undertaking a venture? The goals can be both financial and non-financial. Remember that your goals should be "SMART", that is:

• **Specific** - a specific goal to achieve leaves no room for misinterpretation

• **Measurable** - Determining the goal with numbers will help you to control progress and whether the goal has been achieved

• **Achievable** - You can achieve your goal with the right amount of work. Remember, do not set too ambitious goal

• **Relevant** - It must be a specific value worth investing in

• **Time-Bound** - specify when the results can be achieved

## Team

* Who will be responsible for running a business and performing tasks?
* What will be the roles of team members?
* What experience and skills do the team have and why they will be able to achieve business goals?

## Business model Summary



Write down briefly

Write down briefly

Write down briefly

Write down briefly

Write down briefly

Write down briefly

Write down briefly

Write down briefly

Write down briefly

### Customer segmentation

* Identify your clients
* Specify on what market you will be operating
* Designate groups of customers who are characterized by similar features to tailor a products to them. List these features

### Value preposition

* What value will you provide for your clients?
* Why should they choose your offer and not the competition?
* What unique features will your product / service have?

### Channel

* How do you intend to reach customers?
* Which channels will you use to provide your products and inform customers about your offer?
* How will the transaction proceed?

### Customer Relationship Management

* CRM can be a success - in what interactions you will enter with customer?
* How do you want to attract and retain your customers?
* What will make you stand out so different in the customers eyes?

### Revenue stream

* What will be the source of your revenue?
* What products and services will generate revenues? So what exactly will the customer pay for?
* What will the revenue structure be like?

### Key Resources

* The use of which resource will be important for the customer?
* Will it be knowledge, infrastructure or maybe a team?
* What should you invest in to develop your product / service?
* What will be necessary to have?

### Key activity

* What basic activities will you take to provide value to the customer?
* What will be your strength or the most important activity to achieve success?
* What activities will you characterize your business with?

### Key partners

* Will you be cooperating with someone?
* Will any supplier have a big impact on your business?

### Cost structure

• What will the costs consist of? What investments will you have to focus on?

### Competition

* Who are your competitors?
* Who is the strongest and what influence on market does they have?
* What do they offer?
* What is the difference between their offer and your offer?

## Financial Analysis

Share your conclusions from the Financial Analysis performed in Excel / Google Sheets. In particular, write down:

* Evaluation of Break-even point
* What are the forecasts and scenarios
* What are the capital expenditures and operating costs
* What are the revenues and rates of return

## Analysis of the business environment

Analyze the environment in which your business operate:

1. Key trends
   1. Technological trends
   2. Social and cultural trends
   3. Socio-economic trends
2. Market forces
   1. Market problems
   2. Market segments
   3. Needs and expectations
   4. Cost of change
   5. Revenue Attractiveness
3. Macroeconomics forces
   1. Determinants of the global market
   2. Capital markets
   3. Goods and other resources
4. Industry forces
   1. Competitors
   2. New players
   3. Substitute products and services
   4. Suppliers and other elements of the value chain
   5. Stakeholders

## Implementation scheme

How do you intend to start your business? How will you develop it? Give:

* projects
* stages
* schemes

## SWOT Analysis

**My Strength**

* Identify areas in which you perform best.
* How can you surpass the competition?
* What features of your business are more desirable by the client?

**My Weakness**

* What should be corrected
* In what area will you be weaker than the competition (at least at the beginning)?
* What will you have to work on to achieve success? Where do you see the deficiencies?

**Opportunities**

* What does the market and the environment offer?
* Are you currently looking at the emerging business development opportunities?
* Maybe there are niches that your product will fill?
* What are the possibilities in the future?

**Threats**

* What will the environment disturb you?
* What adversities will you have to overcome?
* What risks do you notice that you will need to prepare for?

## Conclusion

* Summarize your proposal for values, plans, analyzes and financial possibilities

## Attachments

1. Financial\_Plan\_for\_Bussinesplan.xlsx