

BRIEF BUSINESS PLAN



NAME:

DATE:

- **ABOUT THE BUSINESS**
- **MARKETING / SALES**
- **FINANCIALS**
- **ABOUT YOUR SELF**
- **EXTRAS**

ABOUT THE BUSINESS

Fill in your business idea, customer need and the key issues of your business.



IDEA



CUSTOMER
NEED

1

2

3

4

5



KEY ISSUES

1

2

3

ABOUT THE BUSINESS: INPUT



Fill in the main inputs of your business and the expected investment needed to start this business.



MAIN EQUIPMENT



MAIN
RAW MATERIALS



STAFF



LAND/ BUILDING



INVESTMENT
NEED

Own investment:

External investment:

ABOUT THE BUSINESS: VISION



Where do you see your business in 6 months, 1 year and 3 years from now?

Three main goals to be completed in the next 6 months:

1

2

3

Three main goals to be completed in the next year:

1

2

3

Three main goals to be completed in the next 3 years:

1

2

3

ABOUT THE BUSINESS: SWOT

Below you can see a so-called SWOT diagram. Using the knowledge you gained from the previous sheets, in this diagram you will fill in the most important strengths and weaknesses of your business, as well as the main opportunities and threats your business faces in its environment.



STRENGTHS



WEAKNESSES



OPPORTUNITIES



THREATS

MARKETING / SALES

Describe your customer, the benefit of the product, the price of the product, how you will advertise and promote your product and the place where you will sell it.

CUSTOMER

PRODUCT

PRICE

PROMOTION

PLACE

MARKETING/ SALES

Fill in your prediction of the sales.

YEAR 1

Product/ Service	Sales price/ unit	Number of units/ year	Total
Total year 1:			

YEAR 2

Sales price/ unit	Number of units/ year	Total
Total year 2:		

YEAR 3

Sales price/ unit	Number of units/ year	Total
Total year 3:		

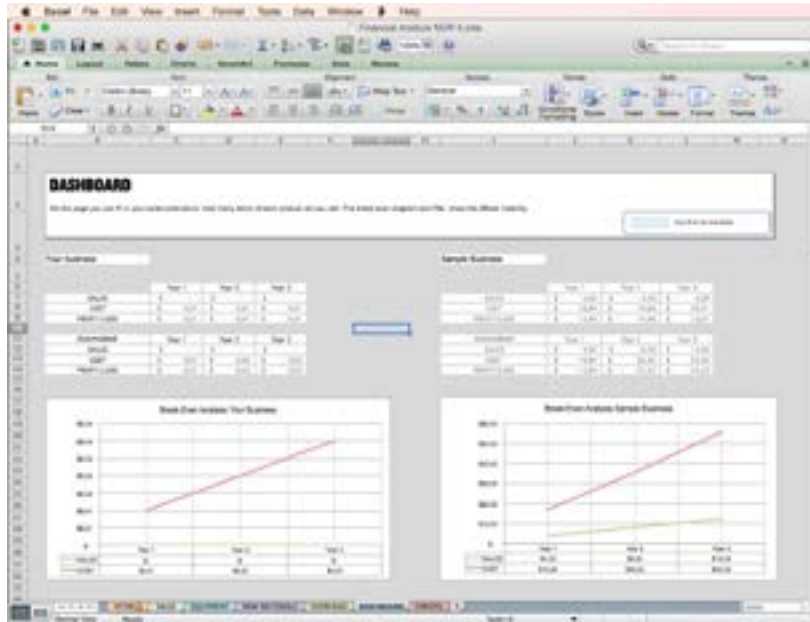


TIP: We advise you to discuss the sales numbers and prices with friends and or experts. Also check if the capacity of your staff/ equipment is sufficient for the sales numbers you predict.

FINANCIALS



The financial feasibility module estimates the break-even point and gives a simple profit and loss statement.



Screen shot of the financial feasibility scan.



The Excel file shows the Financials

ABOUT YOURSELF

Fill in the level of your competences and describe your background and why you are the right person to start this business.

YOUR COMPETENCES

LOW

HIGH

TECHNICAL KNOW-HOW

INNOVATIVE

LIKE TO SELL PRODUCTS

HANDY

SOCIAL SKILLS

BACKGROUND

EXTRAS

This chapter shows extra information about the business.

1 CHECK LIST

2 INPUT

3 MARKET

CHECK LIST



Steps to start your business	Completed	Details	Next steps
Define your business idea			
Decide on your product characteristics (color, size, quality)			
Select a location			
Availability and pricing equipment			
Availability and pricing of raw materials			
Know your competitors			
Know your customer needs			
Know the price your potential customers currently pay			
Know what your potential customers are willing to pay			
Estimate your sales price			

Steps to start your business	Completed	Details	Next steps
Estimate your costs			
Estimate your break-even point			
Do you have an idea about a successful marketing			
Do you have an idea about when you want to start your business			
Do a reality check with friends/ experts to discuss the feasibility of your business idea.			

INPUT FEASIBILITY



This chapter shows the results of the input research.

1 EQUIPMENT

Crucial machines you need to start up your business.

2 RAW MATERIALS

Crucial materials you need to start up your business.

3 OVERHEAD

Staff/ Land/ Building/ Electricity

1 EQUIPMENT



Below are listed all the essential equipment that is required to start up the business. For each item is indicated where to source it from, and what the cost of the item is at that source.

WHAT	COST	WHERE

1 EQUIPMENT



WHAT	COST	WHERE

2 RAW MATERIALS

Here are defined the raw materials to keep the business running smoothly. These are materials that need to be purchase regularly.



WHAT	COST/ UNIT	WHERE

2 RAW MATERIALS



WHAT	COST	WHERE

3

OVERHEAD

This page shows the overhead costs.



STAFF

COST/ YEAR



LAND/ BUILDING/ ELECTRICITY

COST/ YEAR

3 OVERHEAD



MARKETING (e.g. Brochures, signposts, advertisements in newspaper, website, business cards)

COST/ YEAR



OTHERS

COST/ YEAR

MARKET FEASIBILITY



This module shows the results of the market research. Simply put, the market consists of the competitors on the one hand, and the potential customers for the products on the other.

1 COMPETITORS

Identifies your competitors

2 POTENTIAL CUSTOMERS

Shows your customer need

1 COMPETITORS



This page shows the competitors. With information what is the competitor exactly selling? What is the quality? At which price is he selling his products? Are there any USP's (unique selling points: factors positively differentiating the competitors products from other competitors) he has over other competitors, and to what extent does it contribute to the success of the business?

PRODUCT:

Competitor	Prices	USP	Quality	Remarks

1 COMPETITORS



PRODUCT:

Competitor	Prices	USP	Quality	Remarks

2 POTENTIAL CUSTOMERS



This page shows the potential customers. It answers questions. What type of customer is it? Is it a NGO, a government, a business or an end consumer? Is the customer already buying the product? If so, what quantities does he need? And what price is he paying, for what quality? What are the USP's of the products he is currently buying? Does he have any other needs that you could tailor to?

PRODUCT:

Customer name	Segment (NGO, Government, Business, Consumer)	Does potential customer already buy this product?	If yes; Price, quality, USP	Customer needs

2 POTENTIAL CUSTOMERS



PRODUCT:

Customer name	Segment (NGO, Government, Business, Consumer)	Does potential customer already buy this product?	If yes; Price, quality, USP	Customer needs

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