

BUSINESS PLAN



- **SUMMARY**
- **THE BUSINESS**
- **THE MARKET**
- **THE ENTREPRENEUR**
- **FINANCIAL PLAN**

NAME:

DATE:

SUMMARY

Summary of the business plan.



IDEA



CUSTOMER
NEED

1

2

3



COMPETITIVE
ADVANTAGES

1

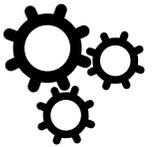
2

3

THE BUSINESS *products & process*



Products:



Business process:

THE BUSINESS *inputs*

The main inputs of the business and the expected investment needed to start this business.



Main equipment



Main raw materials



Staff



Land/ Building



Own investment needed:

External investment needed:

THE MARKET *customers*

Here are the customer segments and the customer needs described



Customer segment and customer need I

Customer segment and customer need II

Customer segment and customer need III

THE MARKET *competitors*



Here are the competitors described

Competitor 1 and their strenght

Competitor 2 and their strenght

Competitor 1 and their strenght

Competitor 4 and their strenght

The competitive advantage of my business

THE MARKET *sales*



Sales targets for the first three years.

YEAR 1

YEAR 2

YEAR 3

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

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

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

THE MARKET *marketing*



On this page the marketing strategy for the main products is described. Product - Price - Place - Promotion.

VISION



This page describes the goals for the next half a year, next year and next 3 years.



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

SWOT

Below you can see the SWOT diagram. This diagram shows the most important strengths and weaknesses of the business, as well as the main opportunities and threats the business faces in its environment.



STRENGTHS



WEAKNESSES



OPPORTUNITIES



THREATS

DEALING WITH RISKS



On this page is described how the business will counteract on the main weaknesses and threats of the SWOT

THE ENTREPRENEUR



This page describes why I am the right person to start this person

Personal motivation and individual quality

Background

Personal roll

THE FINANCIAL PLAN

See attachment for:

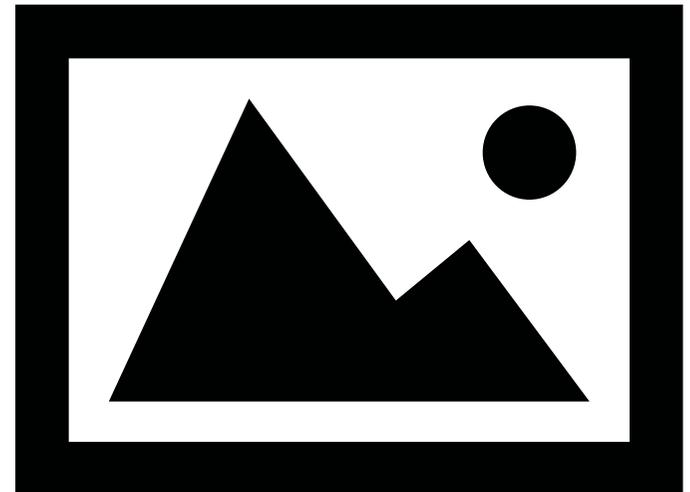
- Profit and Loss statement
- Cash Flow Statement
- Balance Sheet



PICTURES & IMAGES

See attachment for:

- supporting pictures
- diagrams
- images



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