Business Plan

Name of the company / project

....

Name and surname of the entrepreneur

..

Version / date

....

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1. SYNTHESIS

Maximum one page in which you have to provide a brief summary of your company / project that will be further explained in the next sections of the business plan. IMPORTANT: the summary has to clearly present what the entrepreneur intends to establish.

2. MARKET ANALYSIS

2.1. Characteristics, size and market evolution

It is the first section of the business plan and has to provide the information allowing to understand in what context the entrepreneur operates. You have to present the characteristics of the market that your business / project will address; how the market operates; existence of substitute products in the market that can create obstacles for the product you want to launch; the evolution of the market has to be defined as well as the future perspectives. All information has to be referenced to statistical data.

2.2. External environmental analysis (PEST analysis)

The analysis that you need to do here is PEST analysis, or analysis of a political, economic, social and technological factors that affect the sector / market in which the company will operate (as described in section 2.1). It must allow to understand the characteristics of the external environment that may affect (either positively or negative) the development of the company.

2.3. Competitors analysis

Analysis of the existing competitors (direct and indirect); characteristics of competitors that are present in the market and their operational strategies. It is also necessary to provide an analysis of the potential competitors (e.g., existence or absence of barriers for them to enter to the market).

2.4. Analysis of the purchasers / users

Characteristics of the purchasers / buyers (differentiated by age, gender, culture, income, geographical location, etc.), analysis of bargaining power they have in the market, as well as analysis of their buying patterns (frequency of consumption, quantity, if it is on-line / on-site, etc.).

3. DESCRIPTION OF THE PRODUCT / SERVICE

3.1. Analysis of the product / service

Here should be a detailed description of what you want to provide. All the services and all the products offered by the company have to be considered, not for the macro category.

3.2. Analysis of the product / service life cycle

You have to specify and analyse the phase of the product life cycle in which it is now (understood in a general sense - not the actual product that the company wants to produce).

4. SWOT ANALYSIS

Analysis of the opportunities, threats, strengths and weaknesses of the company. The analysed subject has to be the company that you want to start, not you as an entrepreneur.

5. HUMAN CAPITAL

How you will manage the company, number of employees / collaborators (internal or external); initial and future expectations (to justify). Brief justification of the ability of the entrepreneur to implement this business idea (experience, studies, language skills, etc.).

6. MARKETING PLAN

6.1 Definition of objectives

Analysis of the quantitative objectives (short-term) and qualitative (long-term) to be achieved.

6.2. Definition of marketing strategies

Explanation of the strategies that will be put into practice to achieve the objectives. Here it is necessary to do analysis of the 4P marketing strategy → product (modes of delivery, how to make it attractive to the customer, strategy, etc.), price (leadership cost or differentiation strategy), place (logistics, location), promotion (communication strategy of the company – how will you reach the consumer).

6.3 Control mechanisms

If there are the objectives and strategies, there should be the mechanisms that allow monitoring if the strategies are suitable or not. Therefore, you must specify indicators that will facilitate this control. For example, evaluation questionnaires (both internal and towards the client), a quarterly analysis of the results according to the planned ones, the numbers reached according to the communication strategy (website visits, social networks, etc.)

7. FINANCIAL ANALYSIS

7.1 Analysis of the initial financial situation and future perspectives

Analysis of the opening costs, capital and any financial resources that are available for the start of the company; costs and revenues for the next two years have to be forecasted. You have to provide not only tables, but also a reasoned explanation of how you arrived at these figures (based on market estimates, various studies, competitive data, etc.) in accordance to what has been explained in the business plan.

7.2. Balance sheet and revenue account: initial and for the next 2 years

You have to present all the financial information through the balance sheet and revenue account, with the reference to the initial financial situation and forecast for the next two years.