

BUSINESS PLAN

By Jessica Wang & Alvaro del Toro



BUSINESS PLAN

1. Executive summary.

2. Company description.

3. Market analysis.

4. Organization & Management.

5. Service or Product line.

6. Marketing & sales.

7. Funding request.

8. Financials.

SECTION 1. Executive summary.

This section briefly tells your reader where your company is, where you want to take it, and why your business idea will be successful. If you are seeking financing, the executive summary is also your first opportunity to grab a potential investor's interest

If You Are an Established Business

- The Mission Statement.
- Company Information
- Growth Highlights
- Your Products/Services
- Financial Information
- Summarize future plans

If You Are a Startup or New Business

- Focus on your experience and background as well as the decisions that led you to start this particular enterprise.
- Demonstrate that you have done thorough market analysis. Convince the reader that you can succeed in your target market, then address your future plans.

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SECTION 2. Company description

Provides a high-level review of the different elements of your business:

help readers and potential investors quickly understand the goal of your business and its unique proposition.

What to Include in Your Company Description:

- Describe the nature of your business and list the marketplace needs that you are trying to satisfy.
- Explain how your products and services meet these needs.
- List the specific consumers, organizations or businesses that your company serves or will serve.
- Explain the competitive advantages that you believe will make your business a success such as your location, expert personnel, efficient operations, or ability to bring value to your customers.

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SECTION 3. Market analysis

The market analysis section of your business plan should illustrate your industry and market knowledge as well as any of your research findings and conclusions.

What to Include in Your Market Analysis:

- Industry Description and Outlook
- Information About Your Target Market
- Distinguishing characteristics
- Size of the primary target market
- How much market share can you gain?
- Pricing and gross margin targets
- Competitive Analysis
- Regulatory Restrictions

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SECTION 4. Organization & Management

Information with regards to your product or service to provide in this section:

→ Organizational Structure

there is someone in charge of every function of your company.

→ Ownership Information

Names of owners,

Percentage ownership,

Extent of involvement with the company,

Forms of ownership

.....

→ Board of Directors' Qualifications

Names

Positions on the board

Extent of involvement with company

.....

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SECTION 5. SERVICE OR PRODUCT LINE

“Description of your service or product, emphasizing the benefits to potential and current customers”

Information with regards to your product or service to provide in this section:

- Description.
- Ability to meet customer needs.
- Value proposition (advantages over the competition).
- Development stage (idea, prototype or market-ready).
- Life cycle.
- Intellectual property (copyrights, patent filings, nondisclosure or noncompete agreements...).
- R&D activities (present and future).

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SECTION 6. MARKETING & SALES

MARKETING PLAN

- Company's profile & Products.
- Marketing objectives & Strategies.
- Sales objectives & Strategies.
- Budget earmarked for marketing & sales activities.
- Monitoring tools to measure the success or failure of the marketing activities.

MARKETING STRATEGY

- Market penetration.
- Growth:
 - ◆ How to increase HHRR.
 - ◆ Acquisition of another business.
 - ◆ How to branch out.
- Distribution channels.
- Communication channels.

SALES STRATEGY

- Sales force:
 - ◆ Internal vs. Independent representatives.
 - ◆ How many, Recruitment procedure, Training...
- Sales activities: the set of actions to be performed to sell your product or service.

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SECTION 7. FUNDING REQUEST

Information with regards to:

→ Current & Future funding needs:

◆ Amount & Period of time.

◆ Type of funding:

- Debt: Borrowing money for your business, retaining full ownership of your company.
- Equity: Injecting your own or other stakeholder's cash into your company, no loans are paid but you do not retain the full ownership of your company.

◆ Desired conditions.

◆ Source of funding:

- Friends & Family.
- Business angels.
- Venture capital firm.
- Banks.
- Government.

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SECTION 7. FUNDING REQUEST

Information with regards to:

→ Intended use for the fundings:

- ◆ Capital expenditures.
- ◆ Working capital.
- ◆ Debt retirement.
- ◆ Acquisitions.

→ Strategic financial situational plans for the future:

- ◆ Buyout.
- ◆ Being acquired.
- ◆ Debt repayment plan.
- ◆ Selling of your business.

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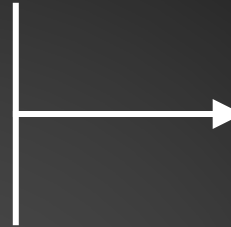
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SECTION 8. FINANCIALS

Market is analyzed.

Company's objectives are set.

Company's needs are identified.



Financial Projections can be done to allocate resources efficiently.

EXISTING COMPANY - GROWING STAGE

→ Historical Financial Data:

- ◆ Period of 3 - 5 years.
- ◆ Income statements.
- ◆ Balance sheets & cash flow statements for each year.

→ Prospective Financial Data:

- ◆ Period of 5 years.
- ◆ For each year, a prediction of:
 - Income statements.
 - Balance sheets.
 - Cash flow statements.
 - Capital expenditure budgets.

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SECTION 8. FINANCIALS

STARTUP

→ Prospective Financial Data:

- ◆ Period of 5 years.
- ◆ For each year, a prediction of:
 - Income statements.
 - Balance sheets.
 - Cash flow statements.
 - Capital expenditure budgets.

EXISTING COMPANY & STARTUP

- Projections must match funding requests.
- Assumptions must be summarized.
- Analyze historical and prospective data to summarize them into ratios and graphs.

**THANKS FOR YOUR
ATTENTION**