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v Ústí nad Labem, oddíl C, vložka 18373

www.businessgames.cz



Business Week 2009

Business Plan

(Company)

(Product)



AKTIVITA JE SPOLUFINANCOVÁNA EVROPSKÝM SOCIÁLNÍM FONDEM
A STÁTNÍM ROZPOČTEM ČESKÉ REPUBLIKY

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Company Profile

Business Name

Name of Product/Service

Company Information

Brief History and background of the company

Nature of Business:

What does your business do?

Management and Organisation:

Senior Partner:

Production/Purchasing Partner :

Finance Partner:

Marketing Partner:

Sales Partner:



Company Profile

Mission Statement

What is your mission as a company? Missions normally encompass 3 things:

- What is your purpose?
- How will you achieve that purpose?
- What values do you work buy?

Business Aims/Objectives

What do expect your business to be doing in 1 year?

What do you expect your business to be doing in 3 years?

Outline of Product/Services

Explain what your product/service is and what it does.

What are the features and benefits of your product/service?
(What the customers actually 'get' from what you 'give')

Features	Benefits

Market Information

Customers/ Market Segment

Describe your customers (e.g. mostly women/men, age range, location, what else do they have in common?)

Market Scope

What is the size of the potential market? – how far afield will you travel?

Customer Needs

What do your customers need from you? (e.g. good service/confidence/trust?) What will they get from the service?

Positioning

How do you want your customers to see you? (e.g. quality/low cost/friendly etc)



Competitive Analysis

Competitor Services

What do your potential customers do at the moment? (I.e. before using you?)

Competitors

Who else is providing this product/service?

Unique Selling Point

Explain what it is about your product/service that is unique – what can your customers get from you that they can't get elsewhere?

Competitive Advantage

How do you plan to keep your business ahead of the competition?

Marketing Strategy

Executive Summary

Summarise your marketing strategy, including objectives, and what you want to achieve.

Objectives

What do you hope to achieve?

Marketing Mix

Product

Price

Place

Promotion



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Sales Plan

Expected Sales

How much income do you expect to be generated by the business and why? (Month 1, Month 2, Month 3 etc)

Maximum Sales

What is the maximum income that you could generate in any month?

Minimum Sales

What is the minimum income that you would expect in any month?

Research

How have you arrived at these totals? (i.e. what contracts have you received/ research done/work promised) If estimates have been used, give reasons and explain how they have been worked out.



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Business Operations

Premises

Give a brief description of your business premises and the rent/rates payable

Environment

What environmental considerations is your business making, and what environmental issues are relevant?

People

Will you be employing people in your business? If so, how many and what skills do you require them to have?

Capital Expenditure

Describe any capital expenditure required



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Finance

Direct costs

Describe any direct costs, such as materials, direct labour or delivery charges

Indirect costs

Estimate any overhead costs your business will incur. Indicate whether these are monthly, annual or one-off

Funding

Funds Required	€		Sources of Funds	€
Land			Own Capital	
Buildings			Overdraft Facility	
Plant & Equipment			Bank Loans	
Vehicles			Grants	
Office Equipment			Other	
Other				
Working Capital				
TOTAL			TOTAL	

Cash Flow

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Opening Balance						
Net Cash Flow						
Closing Balance						