

BUSINESS PLAN

EXECUTIVE SUMMARY

YOUR BUSINESS CONCEPT

PRODUCT OR SERVICE

BUSINESS GOALS

MARKET

CUSTOMERS

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VALUE PROPOSITION

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SCOPE OF BUSINESS

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BUSINESS MODEL

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COMPANY DESCRIPTION

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PRODUCT OR SERVICE DESCRIPTION

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VALUE PROPOSITION

MARKET ANALYSIS

TARGET MARKET

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INDUSTRY

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SWOT ANALYSIS

STRENGTHS

WHAT MAKES YOUR BUSINESS
UNIQUE?

WEAKNESSES

WHAT ARE YOUR WEAKNESSES
COMPARED TO YOUR
COMPETITORS?

OPPORTUNITIES

WHAT POSSIBILITIES ARE
THERE IN YOUR INDUSTRY?

THREATS

WHAT THREATS ARE THERE TO
YOUR BUSINESS?

COMPETITION

WHAT BUYING POWER DO YOUR CUSTOMERS HAVE?

WHAT BARGAINING POWER DO SUPPLIERS HAVE?

HOW CAN YOU DISTINGUISH YOURSELF FROM YOUR COMPETITION, SO THAT YOU DON'T HAVE TO DIRECTLY COMPETE WITH ANYONE?

HOW LIKELY IS IT THAT NEW BUSINESSES WILL ENTER YOUR MARKET?

HOW LIKELY IS IT THAT YOUR PRODUCT OR SERVICE WILL GET SUBSTITUTED BY A LOW-COST, BETTER ALTERNATIVE?

VALUE PROPOSITION

1: COST LEADERSHIP

2: DIFFERENTIATION

3A: COST FOCUS

**3A:
DIFFERENTIATION
FOCUS**

BUSINESS MODEL

OPERATIONS

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MARKETING

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SALES STRATEGY

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GROWTH PLAN

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FINANCIAL SUMMARY

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