



# BUSINESS PLAN

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## PLEASE DESCRIBE YOUR BUSINESS PLAN

**Name of the Business**

Activity

Date:



EXECUTIVE SUMMARY

## **EXECUTIVE SUMMARY**

This should be left until last, summarising all the arguments put forward in the preceding sections.

To reinforce the aforementioned arguments the most relevant figures should be included.



MISSION

## **MISSION OR PURPOSE OF THE BUSINESS**

### HISTORY AND BACKGROUND OF THE BUSINESS

Summarise the history of your business and provide a brief curriculum of its founders.

## MISSION OF THE BUSINESS

In a couple of sentences summarise the business's mission. Remember that what you are expected to describe is the type of business conducted by your company.

State the mission of your business.

## COMPETITIVE ADVANTAGES OF THE BUSINESS

Based on the analysis of your internal resources, list the competitive advantages of your business.

PRODUCT:

TECHNOLOGY:

HUMAN RESOURCES:

COSTS:

## **SITUATION ANALYSIS**

### SITUATION ANALYSIS SUMMARY

#### **The Product**

Simply and precisely, describe the product, process or service, resorting, if necessary, to drawings, diagrams or photographs.

In a concise way list everything that the client obtains when he/she acquires your products or engages your services (advantages, benefits, services, after sale, training, guarantees, etc).

Describe the physical design, features and technical characteristics of the product, making a reference to the possibility of legal protection.

Stress the differential advantages and benefits of your products with reference to those of your competitors.

Make an objective assessment of quality, price, presentation, benefits, packaging, exclusive benefits, etc.

Identify the potential shortages or surpluses of your product line.



## WHICH NEEDS ARE REALLY MET BY THE PRODUCT OR SERVICE?

Make a list of the needs of the consumer with regard to the product or service.

Classify these needs from the most to the least important, while making sure that the needs that you identify are market-centred and not those met by the product.



SITUATION ANALYSIS

## THE MARKET AND ITS SEGMENTATION

Indicate those market segments on which your business has or wishes to have a foothold.

Indicate those market segments on which your business does not have a foothold but in which there is an opportunity of doing business which is quantifiable.

Calculate the market size of these segments in money and units.

## THE CONSUMER

Identify and define the profile of the key individuals in the purchasing process.

In the event that the individuals who influence, buy and use the product do not coincide, explain why this is so.

## COMPETITORS

Identify all your direct and indirect competitors.

Assess the STRENGTHS and WEAKNESSES of your competitors concerning:

A.- PRODUCT.

B.- PRICES / MARGINS.

C.- SALES FORCE.

D.- COMMUNICATION.

E.- CUSTOMER SERVICE.

F.-DISTRIBUTION CHANNELS.

G.- MARKET SHARE.

## TRENDS

Which external factors will affect the market positively or negatively?

Among other factors, consider:

- Technology
- Environment
- Statutory provisions
- Political-social framework
- Public opinion
- Economy

Is the sector in which you carry out your activity growing, stable or declining?

## OBJECTIVES

Establish the marketing objectives for your business. Make a list of maximum and minimum objectives that your business will aim to reach.

### OBJECTIVE

Each objective requires one or more specific actions. State both a maximum and minimum of objectives for each goal.

OBJECTIVES	MINIMUM	MAXIMUM-DATE
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What do you want to achieve?

When?

How?

How will it be measured?

## **S.W.O.T. ANALYSIS**

Summarise briefly the strengths and weaknesses of your business. Check all the marketing variables: product, price, distribution, publicity, brand recognition, as well as technology, personnel, assistance network, quality, etc.

What opportunities are on offer in the market or environment of your business that may help you in reaching your objectives?

What threats are present in the market that may hinder the achievement of your objectives?

## S.W.O.T. ANALYSIS

<b>STRENGTHS</b>	<b>OPPORTUNITIES</b>
NOW	NOW
FUTURE	FUTURE

<b>WEAKNESSES</b>	<b>THREATS</b>
NOW	NOW
FUTURE	FUTURE







## DISTRIBUTION STRATEGY

What are the strengths and weaknesses of your product distribution?

Does your business distribute directly or through a channel?

How could you improve your product distribution?

What sales force will support the product?

## ADVERTISING STRATEGY

1.- Which is your target group or groups?

2.- ¿Which is the most direct way of reaching a target group? What type of promotional vehicles will you employ?

3.- Make a brief list of the publicity and promotional activities that you will use in your advertising campaign.

- A) Catalogues. Brochures.
- B) Media publicity.
- C) Direct publicity.
- D) Other promotional activities.

## POSITIONING STRATEGIES

What positioning strategies is your business going to use in terms of tangible and intangible attributes?

TANGIBLE ATTRIBUTES.

INTANGIBLE ATTRIBUTES.

## PLANS OF ACTION

Describe the requirements of the product and the technical solutions that will be applied during the manufacturing process.

What are the standards and volume that define the quality of the product?

What technical solutions are going to be applied during the manufacturing process?

Provide a schematic description of the production process and its technology.

First Phase.

Second Phase.

Last Phase.

What type of production system will be used?

Has the technology been developed by your business or have you acquired it?

Who is your main supplier of capital goods?

Enumerate the present and future characteristics and possibilities of establishing your business in BIC EURONOVA with regard to:

- 1.- The market.
- 2.- Supplies.
- 3.- Communication and transport.
- 4.- Geophysical conditions.
- 5.- Human resources.
- 6.- Training centres.
- 7.- Infrastructure in the area.
- 8.- Administrative incentives.
- 9.- The presence in the area of other businesses.



Describe the characteristics, volume and quality of your main supplies:

Raw materials:

Semi-manufactured products or components:

Energy:

Water:

Provide a diagram of the ground plan of the business.

Mark the normal production flow on the ground plan of the business.

What material and product maintenance system has been foreseen?

Provide a flow chart of the organisational structure of your business.

Indicate the most significant aspects of the scope of and relation between the main management units.

## BUDGETS

Classify your permanent employees in departments or sections and according to their professional level.

- Board of Directors  
Managerial personnel  
Qualified staff  
.....
  
- Commercial Department  
Managerial personnel  
Qualified staff  
Sales personnel  
.....
  
- Production Department  
Managerial personnel  
Qualified staff  
Skilled workers  
Unskilled workers  
Apprentices  
.....
  
- Administrative Department  
Managerial personnel  
Qualified staff  
Administrative personnel  
.....

Break down the investment budget of the business according to the different assets and for different periods of time or by years.

### Investment Budget

In thousands of pesetas.

Concept	Year 1	Year 2	Year 3	Year...
<b>Investment in tangible fixed assets</b>				
<b>Land</b>				
<b>Buildings and premises</b>				
<b>Facilities</b>				
<b>Machinery</b>				
<b>Tools and equipment</b>				
<b>Transport</b>				
<b>Total investment in tangible fixed assets</b>				
<b>Investment in intangible assets</b>				
<b>Transfer fees</b>				
<b>Deposits and guarantees</b>				
<b>Patent rights</b>				
<b>Trademark rights</b>				
<b>Total investment in intangible assets</b>				
<b>Total investment</b>				

Break down the foreseen profit and loss account itemising the different objects of income and expenditure and their foreseen evolution over the next few years.

### Foreseen Profit and Loss Account

In thousands of pesetas.

Concept	Year 1	Year 2	Year 3
<b>= <u>Inventory Change</u></b>			
<b>+ Sales and Income</b>			
<b>- Cost of raw materials and semi-manufactured goods</b>			
<b>- Costs:</b>			
<b>Leasing</b>			
<b>Publicity</b>			
<b>Supplies</b>			
<b>TOTAL</b>			
<b>- Labour</b>			
<b>- General Business Expenses</b>			
<b>- General Administrative Costs</b>			
<b>- Commercial Overheads</b>			
<b>- Partial Write-offs</b>			
<b>= <u>Operating Profit</u></b>			
<b>- Financial Costs</b>			
<b>= <u>Pre-tax Profit</u></b>			
<b>- Taxes</b>			
<b>= <u>Net Profit</u></b>			

Outline the financial plan for your business at the beginning of operations and over the next few years:

Investment:

Internal cash flow:

External financial resources: