

PART 1 - THE BUSINESS

1.) EXECUTIVE SUMMARY (This section should be completed after the business plan is done – it is a ONE page summary and it the first section you will find in a business plan but it's the last part that you draft.)

- type of business
- location
- Status (startup, expansion, etc.)
- form of business (sole proprietorship, partnership, corporation)
- what will the business be engaged in
- who will benefit and how (all stakeholders direct or indirect)
- who are its customers (market)
- mention briefly strategies that will make your company successful
- management team (briefly mention managerial & technical experience)
- brief statement of financial request, how it will be used and repaid

VISION - where you want your business to be - the future of the business. What the business wants to become.

MISSION/PURPOSE - usually in 30 words or fewer, explaining the reason for being and the guiding principles of the business - what the business is presently engaged in. What the business “DOES”, who it serves, what it offers, how it does it, why it does it. Remember to bear in mind that you must create and demonstrate the intrinsic relationship between a mission and vision,

2.) HISTORICAL BACKGROUND (This is an introduction to the company and the reader's first impression, so it should cover the following briefly and informatively.)

1. Type of business (manufacturing/service)
2. What will be manufactured
3. Location
4. Status of business (startup, expansion, development etc)
5. Form of business (sole proprietorship, partnership, corporation)
6. Regulatory restrictions if any
7. Why will the business be profitable
8. When do you plan to start the business
9. How will the business operate (working time)
10. Why will the business be successful (competitive edge – focus on key success factors)
11. What is your experience in the business if none then mention qualifications
12. Was a market study done (If so, what were the major findings)
13. Are there any managerial or technical training (If so, state the frequency and number of trainings)
14. Who will benefit from this venture and how
15. (potential) Agreements with suppliers and distributors

3.) BUSINESS COMPETITIVE STRATEGY:

Competitive Strategy: You may use any of the below strategies or a mix, I don't want you to describe the strategy (s) that you will use but mostly explain/justify how you will use, why you will use it, etc., how it will enhance your opportunity of success in the particular market/industry.

1. Cost leadership strategy
2. Differentiation strategy
3. Focus strategy

SWOT Analysis: Create a diagram – be creative in design and in analysis

1. Strengths
2. Weakness
3. Opportunities
4. Threats

Create minimum of 4 counter attack strategies based on your above SWOT analysis, counter attack strategies focus on how to minimize your WEAKNESS & THREATS while maximizing on your STRENGTHS & OPPORTUNITIES, make them as realistic as possible.

4.) COMPETITION (This section should include a realistic assessment of your strengths and weaknesses compared to your competitors.)

1. Who are your competitors, direct, significant & indirect
2. Who are your 5 nearest direct or significant or indirect competitors
3. Status of their business: is it steady, increasing, decreasing, and why?
4. What are their strengths and weaknesses in comparison to you?
5. How will your product be better than theirs
6. What makes your product unique
7. Do a comparative analysis between your business and the competition in relations to key success factors

Ensure that your competitors are real live companies

5.) THE TARGET MARKET (Describe your customer profile and why customers will want or need your product) – in essence this refers to who you will actually be selling your service/product. Also explain the methodology used to collect data for your target market and use this information to project the following analysis:

1. Who is the market – who do you intend to sell to
2. What is the present size of the market
3. Are your target market (s) growing, steady, declining
4. Segment the target market (demographic, attitudes, behavior, geographic, income, needs, wants)

5. What percent of the market does your target market constitute
6. What is the market's growth potential
7. As the market grows, does your share increase or decrease

6.) MARKETING PLAN (Describe the overall marketing and sales strategy and how you plan to get and retain customers - be as specific as possible; give statistics, numbers, and sources.)

1. 4P – PRODUCT, PRICE, PROMOTION, PLACE
 - a. How will you satisfy your market (Product (s) description, uniqueness, benefits to customers, guarantees) – pictures of product and extensive description of the product, its process, elaboration, key ingredients, etc. (PRODUCT)
 - b. How will you attract, hold, increase your market share (TV ads, radio, advertising, word of mouth, networking, etc) – PROMOTION
 - c. Cost structure (PRICE)
 - d. What is your pricing strategy (competitive, below competition, above competition, justify)- PRICE
 - e. Distribution channels - PLACE
 - f. Provide samples and/or testing to prospective customers – (PRODUCT)
 - g. How will you differentiate from your competition – (PRODUCT, PROMOTION)
 - h. How will you build loyalty – (PRODUCT, PROMOTION)

In this section (4ps) you need to be very elaborate in each section (P), **Product** – picture, uniqueness, competitive features, elaborations process, packaging etc. **Price** – show the price structure how you arrived at the selling price, it must include all cost drivers and production expenses, salary, discounts, profit, everything whatsoever, provide analysis after you benchmark your price. **Promotion** – how you will promote you business in the market, how you will get known, also need to discuss detailed what you will do to promote the product/service, get customers and retain them. **Place** – refers to distribution modes not locations, please bear that in mind; will customers come to you? or you will go to your customers? Be detailed here as well.

2. How will you expand your market
3. Will you network with other companies in the sector, how will the networking benefit you

7.) MANUFACTURING/PRODUCTION PLANS (This section should describe the process involved in producing your product.) – include detailed process enhanced with pictures of elaboration and production so as to clearly indicate what happens at the different stages of production.

1. Facility - size of the facility needed and plant layout sketch
2. Production – production methods, production process, production capacity, required equipment

3. Staffing – number of workers needed and skills required
4. Inventory – raw materials needed, sources of supply, storage of finished goods (if required)
5. Delivery - distribution channels
6. Quality management – plans for quality control, quality assurance, quality standards
7. Environmental Concerns – probable factors, environmental compliance, required permits

8.) LOCATION (Think carefully about what you want and need in a location, does it benefit the customer?) – provide a plant layout plan

1. Business address
2. Physical features of building (photos inside and outside of building)
3. Lease, Own , Rent (terms and conditions of lease/rent)
4. Identify renovations if necessary and cost
5. What other businesses are in the area
6. What effect does the location have on operating cost
7. Is your location important to your customers? If yes, how?
8. If customers come to your place of business: Is it convenient? Parking? Interior spaces? Not out of the way?
9. Is it what customers want and expect?

9.) MANAGEMENT - ORGANIZATIONAL STRUCTURE – must provide a organizational chart besides the below analysis of the staff, please do not include CVs in this section, basically you need to highlight what each member of the company will bring in, resources, expertise, network, connections, experience etc.

1. Who will manage the business on a day-to-day basis?
2. What experience does that person bring to the business?
3. What special or distinctive competencies do they possess?
4. Is there a plan for continuation of the business if this person is lost or injured?
5. Prepare an organizational chart that shows the structure of the business operation, include job titles of management and Job description
6. What resources are available to the business if any (e.g. consultants, legal, accounting)

PLEASE NOTE, YOU MUST FULFIL EACH OF THE 10 ELEMENTS OF THIS CHAPTER TO THE BEST OF YOUR CAPACITY AND ABILITY.