

Section 1 - Business Plan

Making a business plan is to be both creative and structured. It should be used for presenting to funders and other external readers. Put yourself into the next reader's thoughts when you make the business plan to be presented! Instructions are written both for you as a business developer and considering how a financier think.

You choose your level of ambition. The instructions and questions are probably more than you need.

The Company

Date

Company Name

Company Address

E-post:

Contact Person:

Team members:

Web page:

Executive Summery

Once you have completed the business plan you make a summery at this page, so that the reader can quickly get an picture of the venture - business orientation, investment, staffing, how the economy-nomic development is expected to be, financing, etc.

Business Idea

Please summarize in a few words what the company's business shall consist of. Define what is the company's product / service and the categories of clients/customers. What is the company's particular strength in competition for customers?

The company's offer

If the offer (product or service) is less well known, for example, a new technical solution or a comprehensive concept of tourism nature, may require a detailed description for the reader to understand. If the offering is generally well known and easy for the reader to understand directly, it is enough to formulate the offer in the paragraph under the heading Product Market strategy further down.

Market conditions

First of all, market conditions, a matter of customers - which customers are you targeting and what are the customer needs. But market conditions must be seen as dynamic, they are not stable. What changes can be anticipated and how do they affect the company? The investigation of market conditions and business environment conditions can be perfunctory or made in depth depending on the nature of the product.

Customers

Describe the customers closer! Are there special categories? Who's buying habits do they have? Which purchasing power? Be-write the customer needs that the company should meet!

- Are your customers consumers / individuals. Are there any categories? What affect their decision to buy your product?
- Customers can be companies and organizations. Map out how the customer takes in information and manage the purchasing decision! Who are the users of your product / service, purchasers, decision makers? Are there other persons of importance - influencers? For example, there may be key individuals among politicians when it sells to municipalities.

Market

Within the geographical area or industry shall be products / services sold? How big is the market in number of customers, in terms of volume or in money? Describe the important conditions of the industry / market area. Have the owners or key employees knowledge of the industry / market area? Please indicate the source of the information you enter on the industry!

Competition

Who are the main competitors? What are their respective strengths and weaknesses? What market share do they have? Identify and note the main reasons that customers are attracted by competitors, and do it for each of the main competitors! If you are unable to point to direct competitors - how do you solve the customer's needs / problems today? Is it eg because they themselves do the work that you want to perform by selling a service? Is your offer perhaps not available in the market today?

Market

How did you do the survey of customers, market and competition?

Marketing Strategy

To create a competitive company based on understanding customer needs and values. There are usually a number of different reasons - a comprehensive offering that creates competitiveness. All observations that the customer makes of the company, all the contacts that take place and of course the use of company-wide products and utilization of services affect customer to come back or turn the company back.

Product / Service

Describe your product, service or overall offering and how it matches the needs of customers? Enter difficulties and disadvantages compared to the competition! Can the business be divided into distinct product areas-it? Is the technology and the knowledge of the product / service as well known or is untested and unique? Shall not fully developed technique or method used requires this to be clear. Note whether and how the product design used as a competitive advantage.

Market Penetration

How will the market be processed? Personal selling? Storefronts? Advertising? PR? The Internet? Other methods.

The Business Process

How will the customers be in contact with and what relationship will they have with the company?

How does the customer know about the company and the offer?

How does the customer to order - in the store, by phone order, via the company's website, give-through mail order; through the company's sales or other?

How to get the client part of the product or service? Is it eg the company premises, the customer's premises, via parcel shipment or in some other way?

Participates customer when the service is performed?

- How does the customer pay? Eg cash in stores, vending machine, by paying in advance on the Internet, invoice, invoice factoring company or another?

Price Strategy / Business Model

How is pricing in relation to market and key competitors? Discounts will be used? What about the special sales? Will financing will be offered to customers and facilitate sales?

Image

How will you build the brand or profile? It may be the image that already exists in the customer group consciousness or an image that the company plans to create? Image may be linked to the location, eg food from Italy to any famous person who wears clothes when a known tennis player's name. Image may also be to consciously build a personal brand, pre-worker's personal style, which shall conform to the company profile.

IPR, Patents and Special authorizations

Patents, trademarks, industrial designs, copyright, so-called intellectual property rights; can provide crucial competitive advantages. Similarly, there may be other approvals, licensie-rings, diploma rings etc. which provide advantages in competition. It may even be necessary for engaging in certain types of movements.

Strong competitive advantages

What will primarily provide the company's competitiveness? Is the product / service that is unique? Is it your and the staff's way of responding to the customer? Is it the price, marketing efforts, the network, the company's support activities or something else?

Production

Activities - Main Activity

If the business focus is not of a kind that is generally well known so it is useful to describe in broad terms how the manufacture or production of services is conducted, from order to delivery / implementation! (Sometimes called the company's main process). For trade it is of interest which suppliers it is, how delivery, storage, showrooms, sales and delivery functions. If you will use new production technologies, new methods or new knowledge to it should be described. Note if there are particular strengths and weaknesses compared to competing businesses! What about efficiency, such as measured as produced number per hour, number of staff in the administration etc. compared to competing business?

Resource requirements

What resources are needed to carry out production, the activity described above, in the form of

- equipment;
- premises and
- staff

SWOT Analyzes

Note the strengths and weaknesses of the business venture! How should strengths utilized and how the effect of weaknesses is minimized? Also write down the ambiguities, threats and opportunities in the business environment! How will you address these threats and how you can take advantage of opportunities in the future?

Strength

Weaknesses

Opportunities

Threats

Section 2 – Summer School Project Report

Make a report of the process. Explains the entire process how the group came up with the proposed solution and the business plan; both contents wise and with respect to the process.

How did you organize the work?

Who contributed with what?

Learning experience: what did you learn? Contents and process wise?

What did you miss with respect to your own competences?