

Components of a Business Plan

1. Business Description
2. The Marketing Plan
3. Staffing and Operations
4. The Financial Plan

First: Business Description

(3 Pages Maximum)

You should cover the following:

(1) The Market Need the Company Tries to Meet

Provide reasons that justify the establishment of your company. Show the unsatisfied market need your company will meet.

(2) Products and Services

Explain clearly what your product or service is and what it does.

- Background to its development
- Benefits and Features
- Advantages to customers
- Disadvantages or weak points
- Future developments

(3) Long-term Aim of the Business

State the long-term aim of the new business (its mission or vision).

(4) Main Business Objectives

State the specific milestones to be achieved by the company over the next five years (sales, exports, employment, product development, etc).