**BUSINESS PLAN**

The purpose with a business plan is to analyse the potential profitability and success of the business. The plan is not only for entrepreneur’s benefit, but it is also needed if experts will evaluate the business. Potential financiers always ask for the business plan too.

**Name and email:**

**Business idea:**

**COMPETENCE**

Entrepreneurship is based on skills. The key concepts are expertise and education. These skills can be gained in different ways, also through hobbies or activities of everyday life.

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|  What kind of education and working experience do you have? Do you need more expertise? |

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| Do you have any special skills, knowledge or know-how which would benefit you as an entrepreneur? |

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| Why are you interested in becoming an entrepreneur?  |

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| What are your strong points as an entrepreneur? |

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| What are your weak points as an entrepreneur? |

**BUSINESS IDEA**

To succeed as an entrepreneur you have to know your product/service. You also have to know your field. Please look at the following questions from the client´s point of view.

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| What is your product /service? |

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| What kind of advantage or benefit could it bring to a client? |

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| What is unique and excellent in your product/service? |

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| Does it possibly have any weak points? |

**MARKETING PLAN**

It is important to an entrepreneur to know her/his clients: What product features are important/unimportant to them and what are their expectations? It is a good idea to group *business to business customers* e.g. according to the line of business, extent or location as well as *consumers* according to age, gender, income level, education, family size or place of living. Initially it is useful to focus on groups who will most likely buy the product or service.

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| Please write a marketing plan of 10 – 15 main points including concrete actions and goals.What can you do for marketing already before starting the business?What will you do within the first six months after starting the business?Please try to find solutions for the next questions:How will you find the clients? What are your marketing methods? What are the costs? etc. |

**COMPETITORS**

It’s important to know the competitors, their products and working methods. An entrepreneur should be able to differentiate herself/himself from the competitors. It is useful to observe the advertising and sales promotion of the competitors. You have to update your business plan continuously and develop your competitiveness at the same time.

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| Who are your worst competitors? Name 3-5 of them. |

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| What are their strong points? |

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| What are their weak points? |

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| What are their products and services? |

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| How do their products/services differ from yours? |
| What sales promotion actions and advertising media do your competitors use? |

**YOUR OWN COMPANY**

Think very carefully about how you are going to operate the company. The requirements for the company’s location or sales promotion actions varies depending of the field of business you are in. The focus point is that the result is achievable and linked to your own resources and that you will develop your company according to the plan.

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| What are the business premises like? |

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| Where is the company located? |

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| What are the risks of running the company? |

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| What is the future vision of your company in 1-3 years? |

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| What are your own expectations for the future, your wishes and threats? |

**SWOT**

My strengths are:

My weaknesses are:

Possibilities are:

Threats include:

**FINANCIAL CALCULATIONS**

20. Investment calculation (attachment)

21. Profitability calculation (attachment)

22. Sales statement (attachment)

23. Cash budget (attachment)

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