

Business Plan  
An ever Changing Landscape  
By Maria Howard



## HELLO GUYS AND WELCOME!



"A business plan is a roadmap to success, outlining your goals, strategies, and tactics for navigating the ups and downs of entrepreneurship. Think of it as your trusty GPS for the business world!"



# OVERVIEW OF A BUSINESS PLAN

- Executive summary
  - Company overview
  - Market analysis
  - Research
  - Swot
  - Description of products or services
  - Competitive landscape
  - Marketing overview
  - Industry overview
  - Operational plan
  - Financial projections
  - Policies
  - Team
  - References
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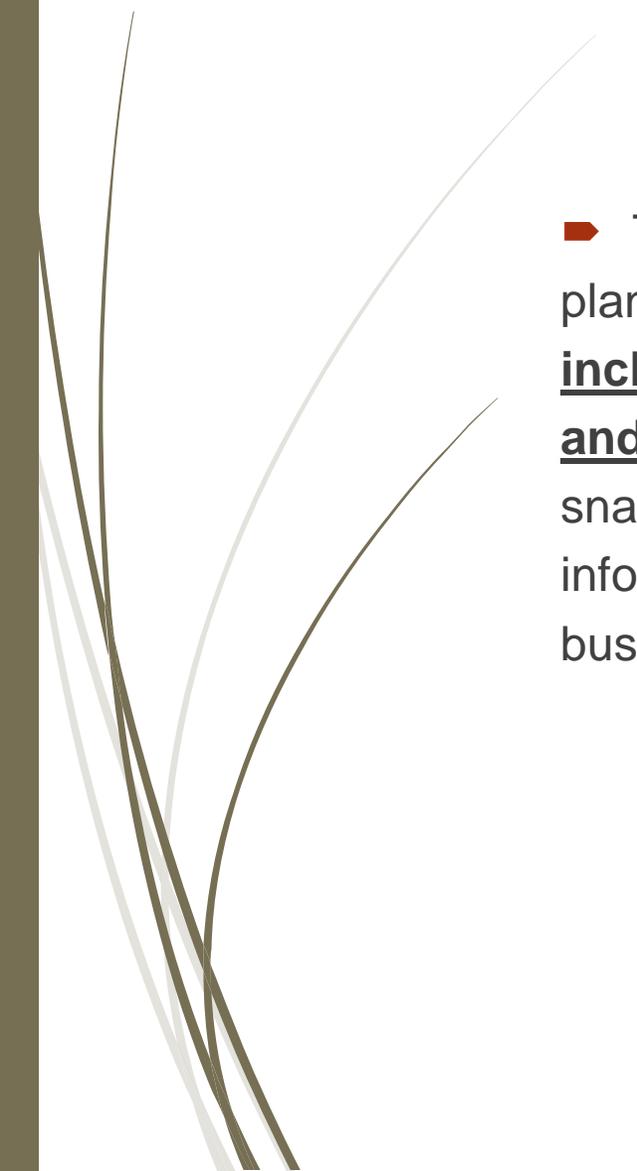


## EXECUTIVE SUMMARY

- ▶ The executive summary is typically written for busy executives, stakeholders, or decision-makers who do not have the time to read a lengthy report or proposal. It provides them with the information they need to make informed decisions or take action based on the main findings or recommendations of the report
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## COMPANY OVERVIEW



- ▶ The company overview section is typically found at the beginning of a business plan or investor presentation and provides a **brief summary of the business, including its history, products or services, market position, management team, and financial performance.** It serves as an introduction to the reader, providing a snapshot of the company and setting the stage for the rest of the document. The information in the company overview helps the reader understand the nature of the business, what it does, and what its goals are.



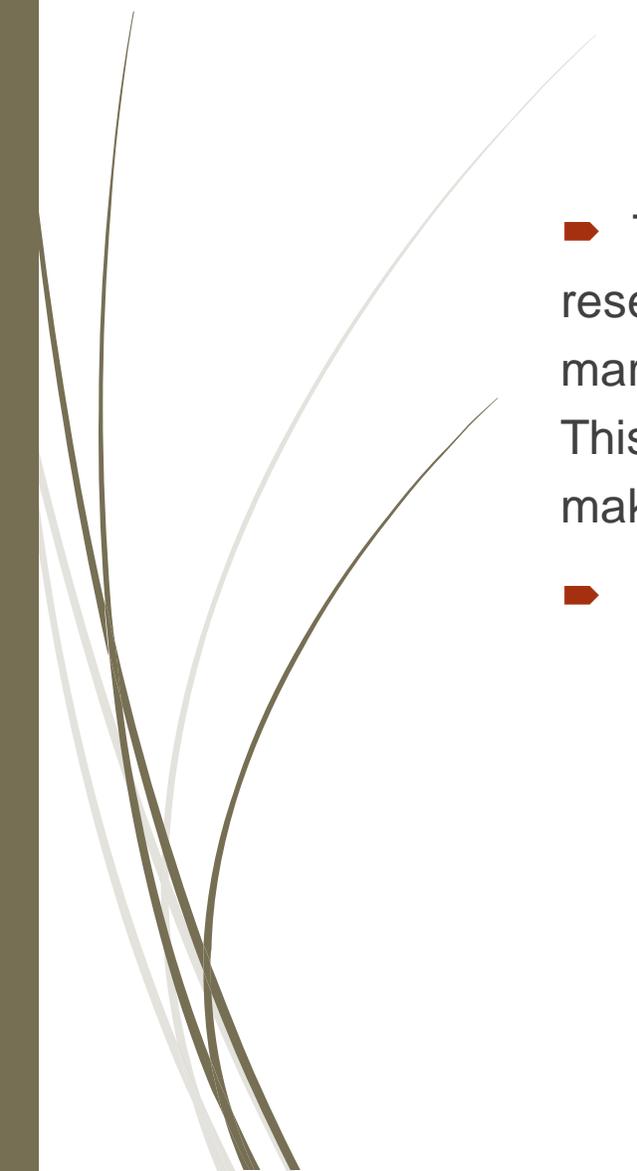
## MARKET ANALYSIS

- ▶ The market analysis section of a business plan provides an overview of the industry, target market, and competition. It helps the reader understand the market opportunity and how the company plans to succeed. This section includes |
- ▶ Information on market size, growth trends, customer needs, and the competitive landscape. The market analysis is important because it helps the reader understand the market context and how the company plans to differentiate itself.





## RESEARCH



- ▶ The research section of a business plan explains how the company is using research to fuel growth and develop products to solve problems. It summarizes market research, outlines innovation plans, and highlights ongoing research efforts. This section demonstrates the company's commitment to evidence-based decision-making and continuous improvement for long-term success.





## SWOT



- ▶ The SWOT section of a business plan highlights the company's strengths, weaknesses, opportunities, and threats. It concisely summarizes the internal and external factors that can impact the company's performance.



## SWOT EXAMPLE (1)

### STRENGTHS

- Innovative product with a unique value proposition
- Strong and experienced founding team with a track record of success
- Efficient and cost-effective operations due to a lean organizational structure
- Strong intellectual property portfolio, including patents and trademarks

### STRENGTHS

- Limited brand recognition and market awareness
- Limited financial resources, which may restrict growth opportunities
- Reliance on a small number of key customers
- Limited resources and experience in marketing and sales



## SWOT EXAMPLE (2)

### OPPORTUNITIES

- Growing demand for innovative products in the target market
- Potential for strategic partnerships with larger players in the industry
- Potential for expansion into new geographic markets
- Opportunities for upselling and cross-selling to existing customers

### THREATS

- Intense competition from larger players with greater financial resources and brand recognition
  - Rapidly changing technology landscape and evolving customer preferences
  - Intellectual property infringement or litigation from competitors
  - Economic downturns or market fluctuations could impact demand for the product.
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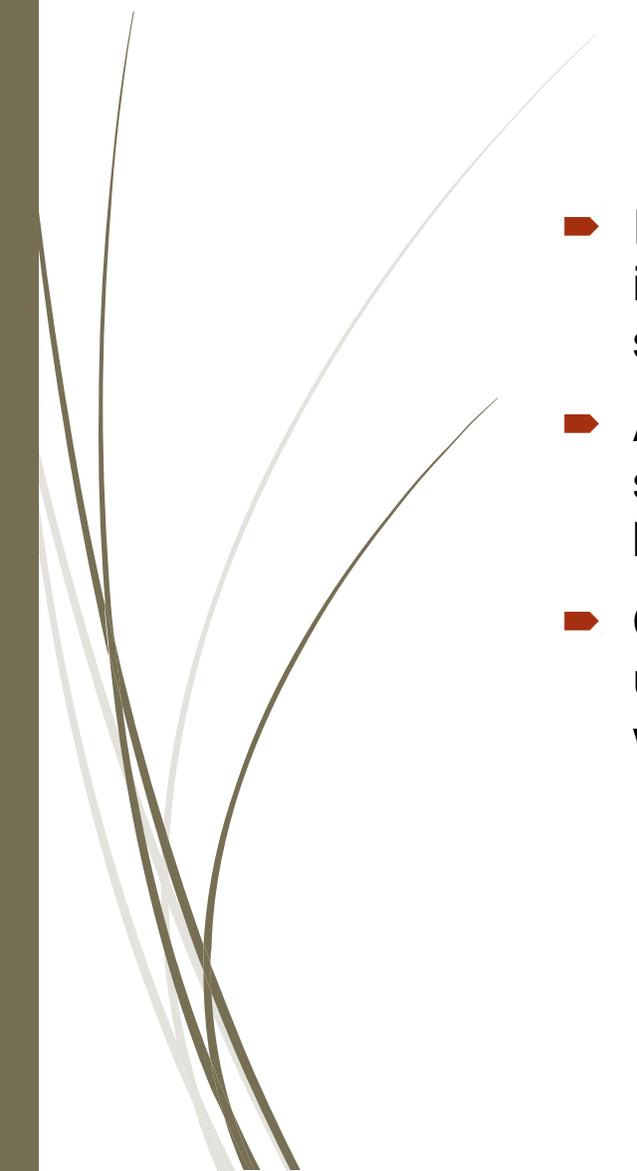


## DESCRIPTIONS OF PRODUCTS OR SERVICES

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- ▶ A business plan's product and services section outlines what the company offers and how it adds value to its customers. It describes the features, benefits, and unique selling points of the products and services, as well as the development process and production timeline. Additionally, the section may highlight any intellectual property protections, patents, or trademarks associated with the products and services. The section also includes information on pricing (revenue models), including any promotions, discounts, or payment plans offered

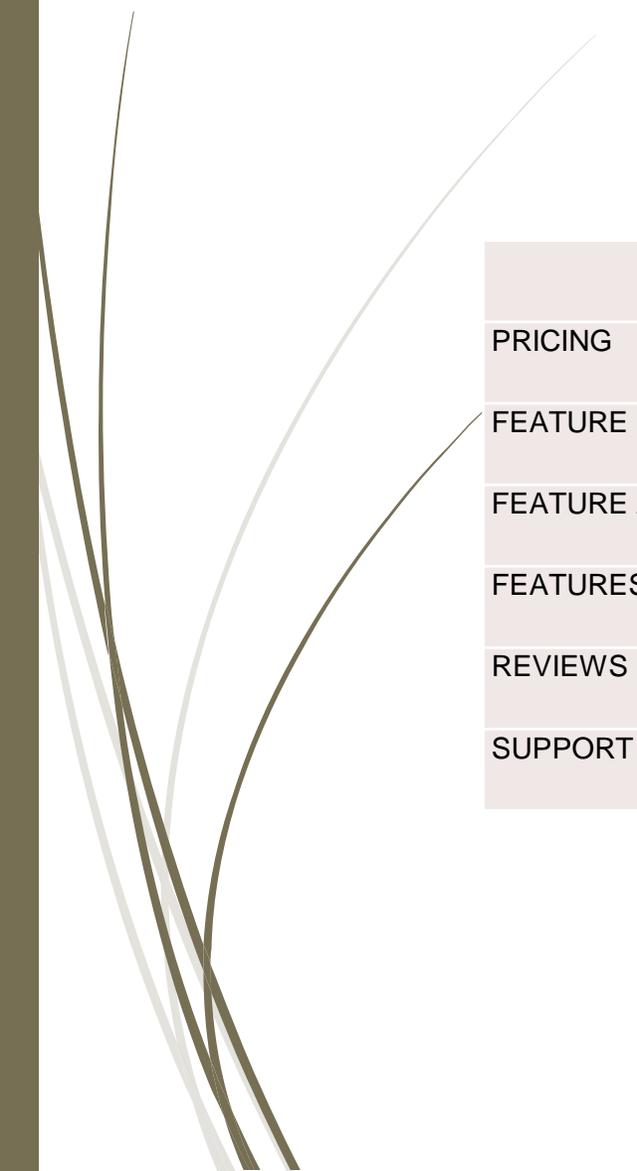


## COMPETITIVE LANDSCAPE SECTION

- Identification of competitors: Identify and describe the key players in the industry, including their strengths and weaknesses. Consider factors such as their market share, pricing strategies, product offerings, marketing tactics, and customer base.
  - Analysis of competition: This should describe how your business compares. You should identify the strengths and weaknesses of your competitors and how your business will differentiate itself from them.
  - Competitive advantages: Describe your competitive advantages, including any unique value propositions or intellectual property. Explain how these advantages will help you succeed in the market.
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## COMPETITIVE LANDSCAPE EXAMPLE



	OUR PRODUCT	COMPETITOR 1	COMPETITOR 2	WORKAROUND 1	WORKAROUND 2
PRICING	YES	YES	YES	NO	NO
FEATURE 1	YES	YES	YES	YES	YES
FEATURE 2	YES		YES	NO	NO
FEATURES	YES	YES	YES	NO	NO
REVIEWS	THREE STAR REVIEW	THREE STAR REVIEW	FIVE STAR REVIEW	NOT APPLICABLE	NOT APPLICABLE
SUPPORT	EMPTY CELL	EMPTY CELL	EMPTY CELL	NOT APPLICABLE	NOT APPLICABLE



## MARKETING OVERVIEW (OR GO-TO-MARKET STRATEGY)

- **Target market:** Define the target market for your products or services. This includes demographic information such as age, gender, location, and income level and psychographic information such as values, interests, and behaviors.
  - **Value proposition:** Describe your unique value proposition or what sets your products or services apart from the competition. Explain why your target market will be interested in your offerings.
  - **Positioning:** Determine how you want your brand to be positioned in the market. This involves identifying the key benefits you offer and how they align with the needs and desires of your target market.
  - **Marketing mix:** Define the elements of your marketing mix, which include product, price, promotion, and place (distribution). Explain how each element will contribute to your overall marketing strategy.
  - **Sales channels:** Determine the sales channels you will use to reach your target market. This could include online channels such as social media and email marketing, as well as offline channels such as events and in-person sales.
  - **Metrics:** Define the metrics you will use to measure the success of your marketing efforts. This could include website traffic, conversion rates, and customer acquisition costs.
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## INDUSTRY OVERVIEW

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- In the Industry Overview section of your business plan, you should analyze industry **trends**, estimate **market size and growth potential**, and provide a **forecast of the industry's future growth**. This helps you identify opportunities and challenges, determine the viability of your business idea, and develop a strategy for growth.



## OPERATIONAL PLAN

- The Operational Plan outlines the day-to-day operations of your business, including the **physical location, necessary equipment, staffing, and supplier relationships**. By addressing these elements in your plan, you can ensure your business has the necessary resources to operate efficiently and effectively.
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# Financial Projection



- ▶ The Financial Projections section of your business plan includes revenue and expense projections, profit and loss statements, cash flow statements, and break-even analysis. By including these elements in your plan, you can create a financial model for your business and determine its viability. This section is critical for attracting investors, securing financing, and making informed financial decisions for your business.
- ▶ There are free online templates you can download and work with. There is not right or wrong one but perhaps look for something designed for your industry/revenue model



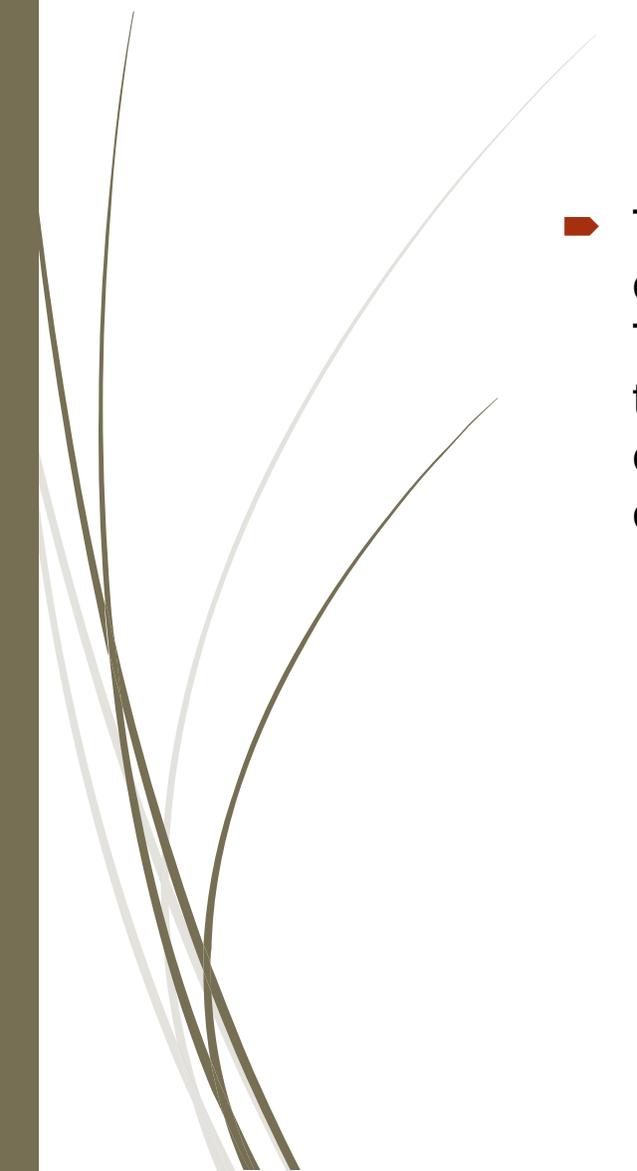
## POLICIES



- ▶ **Legal structure:** Identify the legal structure of your business and any necessary permits or licenses required to operate.
- ▶ **Intellectual property:** Detail any patents, trademarks, copyrights, or other intellectual property your business owns or plans to acquire.
- ▶ **Human resources:** Describe your policies for hiring, training, evaluating, and compensating employees, as well as any benefits offered.
- ▶ **Safety and security:** Detail the measures your business will take to ensure the safety and security of employees, customers, and assets.
- ▶ **Environmental impact:** Outline your policies for minimizing the environmental impact of your business operations.
- ▶ **Ethical standards:** Describe the ethical standards your business will uphold, including guidelines for conduct, conflicts of interest, and relationships with stakeholders.
- ▶ **Terms and Conditions and Privacy Policy:** Draft any conditions and policies you might need to launch a website, etc.



## TEAM AND ADVISORY

- ▶ The Team and Advisory section of your business plan introduces the key members of your team and any outside advisors or mentors who will support your business. This section typically includes brief biographies of each team member, highlighting their relevant skills and experience. It may also include a chart showing the organizational structure of your business, identifying the roles and responsibilities of each team member.
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➤ **THANKS FOR BUILDING AWESOME STUFF**