**Business Plan**

Company name:

Date:

1. **Business idea**

Describe the company’s core business idea. What is the product or service you want to offer? What makes the offer unique?

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1. **Goals and vision**

What do you want to achieve with your business? Where do you see the business in 3-5 years? What societal impact will the company have? What problem will it solve?

One tip for setting a goal is that the goal should be SMART: Specific, Measurable, Attractive, Relevant and Time-constrained.

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1. **Customers**

Describe your customers. Who is your typical customer? Do you have different customer segments, and if so, which are they? Do they have a specific sex, age, profession? What purchase patterns and purchase power do the customers have? Which needs are your company trying to satisfy?

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1. **Market**

In which market and industry are your products or services? How big is your market share in number of customers? In percentages of the total market? How do you assess the market to develop the coming years?

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1. **Competition**

Which are the major actors in your market? What are their strengths and weaknesses? What market share do they have? If there are no competitors – how are customers solving their problems as of today?

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1. **Product**

Describe your product or service. What characteristics does it have? What makes it unique? Is it tailored after customer needs? Describe pros and cons in comparison to your competitors. Do you have a patent, design protection or similar?

How will you handle contact and proposals from customers? Do you need any specific personnel to handle your product?

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1. **Sale, payment and delivery**

How are the products or services being sold and delivered? Is it through a store or online? Through your own channels or through distributers? Who will help you deliver the products or services?

How will you handle eventual complaints and returns? Will you have guarantees?

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1. **Marketing**

How will you market your products or services? Is it through personal sale, commercials, PR, internet or any other way? How much will it cost?

Will you have a brand and slogan? How will they look like?

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1. **Price**

What price level will your products or services have? How is it compared to your competitors? Is each stated price per unit, per hour, subscription or other? What is your margin?

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1. **Office space and web page**

How big is your office premises and what is the monthly cost? How are you taking care of operations and maintenance? Who is the landlord and what are your contract terms? Are the premises suitable for adjustments and expansion?

If you will have a web page, who takes care of running it?

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1. **The entrepreneur and team**

Describe your team. What are your competences and strengths? What are your previous experiences? How are you complementing each other in the team?

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1. **SWOT-analysis**

What are the strengths and weaknesses of your business? What opportunities are there? What threats can the company face?

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1. **Economic analysis**

Make an estimation of your company’s economic result. How much do you estimate sales to be each month? Which costs will you have? Remember that it is common to have a lot of unexpected costs. Will your company have enough money to pay all the costs?

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