



# ****BUSINESS PLAN****

**COMPANY NAME**

**DATE**

## A NEW ENTREPRENEUR’S BUSINESS PLAN

This workbook is meant for persons who are planning to start their own business. Its purpose is to help systematically organize a business. The topics of the Business Planning Guide offer theory to start a new business and help you to complete the workbook. The workbook points to theory part in question, which helps to use the workbook. Save this workbook before starting.

**WITH THE HELP OF BUSINESS PLAN**

* Evaluate personal abilities to be an entrepreneur
* Define business goals and methods
* Describe the business environment
* Consider risks and ways to avoid them
* Calculate income and costs
* Estimate finances, personnel and other resources

**BUSINESS PLAN CONTENTS**

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| --- | --- | --- |
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| 2. | Marketing and sales strategy |  |
| 3. | Production strategy (how products/ services are produced |  |
| 4. | Personnel plan |  |
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| 6. | Risk evaluation |  |
| 7. | Vision and main goals |  |
| 8. | Entrepreneur’s personal file and goals |  |

## BASIC INFORMATION OF THE COMPANY

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| --- | --- | --- |
| Company name | Y– business code | Registration day |
| Street address | Post code | Post office |
| Name of the contact person | Phone and email | |

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| **Names of the owners** | **Position in the company** | **Share of ownership** |
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Entrepreneur’s personal file are at the end of this workbook.

## 1. BUSINESS IDEA(look The Business Planning guide, point 1.2)

### A branch, product or service of the planned business. What I sell?

### Customers and market area. To who you sell?

### How product are sold and who is a seller? If you sell products yourself, how much time do you estimate it takes time?

### Mention three rivals or products / services. How does your product / service differs from the rivals.

### Report your operation. How does it differ from your rivals.

### Estimate on the ground of the rivals mentioned before your superiority. What are the characteristics of your product / service which give you the possibilities to success?

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| --- | --- |
| **Characteristic / superiority** | **Profit to a customer** |
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## 2. MARKETING AND SALES STRATEGY point 1.3

### Marketing the opening of a new business must be done impressively. Remember to take advantage of local newspapers.

### Which different medias you are going to invite to get to know your company? How are you going to keep up these relationships in the future?

### Which members of interest groups are you going to invite to get to know your company and how are going to keep up these relationships in the future?

### What kind of marketing will you do in the beginning? How?

### Which of the following marketing tools and actions do you need to accomplish and when?

Business cards

Logo

Own domain code for email

Websites and online shop

Working clothes with logo and person’s name

Taping car with company’s ads

Purchasing advertising posters/banderole

Envelopes printed with logo

Brochure, marketing video

Neon sign

### Other marketing actions?

### How will you organize your company’s sales and marketing?

### If you do the selling yourself, how do you think you will handle it? Do you need more education? If you do, how, from where and when will you get this training?

### Name your first actual customer. Name all customers in a six month period.

### Define your customer groups

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| --- | --- | --- | --- | --- |
|  | **Most important customer or a customer group** | **The second most important** | **Other customers** | **Total approximate sales in the first year** |
| **Most important product / service** |  |  |  |  |
| **Second most important product/service** |  |  |  |  |
| **Other products/ services** |  |  |  |  |
| **Total approximate sales in the first year** |  |  |  |  |

### Define your company’s pricing and terms of sale

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| --- | --- |
| **Product** | **Pricing argument / terms of sale** |
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## 3. PRODUCTION STRATEGY/PURCHASING STRATEGY point 1.4

### How will you arrange production and where will you buy production equipment?

### Where will you get raw materials, stock, etc? How much will you buy at a time?

### From where and how big of premises does the company need?

### How will products be delivered to customers?

### How will office work be done (offers, invoicing, bookkeeping, orders, paying bills, collecting, wages)?

### How will the production efficiency, material costs, production and lost work be monitored?

## 4. PERSONNEL STRATEGY point 1.5

### What kind of personnel is needed? How will you recruit?

### How to keep up motivation? What are wages based on?

### How will you develop personnel’s expertise?

## 5. FINANCIAL CALCULATIONS point 2.

### Report the finance shortly

### Entrepreneur’s own funding, from where, how much?

### Other funding (bank, Finnvera, financial aid)

### Guaranteefunds given to funding?

### Calculations are made by Financial Calculations –program.

## 6. RISK EVALUATION point 3.

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| --- | --- | --- |
| 6.1 What property risks are there in your business, and what is the impact on the business? | | |
| Property | The form of damage | The impact on business |
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### How the risks will be minimized?

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| 6.2 What personal risks are there in your business and what is the impact on the business? | | |
| Person’s name and task | The form of damage | The impact on business |
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### How the risks will be minimized?

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| 6.3 What product responsibility risks are there in your business and what is the impact on the business? | |
| Product liability and related risks | The impact on business |
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### How will the risks be minimized?

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| --- | --- |
| 6.4 What other risks are there in your business and what is the impact on the business? | |
| Description of the risk | The impact on business |
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### How the risks will be minimized?

## 7. VISION AND MAIN GOALS point 4.

### Think about what you want your company to be in five years. What kind of sales and market position? Amount of personnel? Define these verbally and numerically.

## 8.ENTREPRENEUR’S PERSONAL FILE AND GOALS

### ENTREPRENEUR Name

|  |  |  |
| --- | --- | --- |
| **Work task** | **Date of birth** | **Share of business %** |
| **Home address** | **Post code** | **Post office** |

|  |  |  |
| --- | --- | --- |
| Education and courses (the latest first) |  |  |
| **Degree, name of the course, etc.** | **Training period** | **School** |
| **the latest first** |  |  |
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| --- | --- | --- |
| Work experience |  |  |
| **Task** | **Working period** | **Employer’s name** |
| **the latest first** |  |  |
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### Estimate the adequacy of your education and occupational experience concerning your business. What sectors need to develop and how are you going to achieve them?

### Personal goals as an entrepreneur

What intellectual and financial goals will you set for yourself and what do you require from a possible business partner?

### Starting point. What makes you want to be an entrepreneur right now? What are your personal qualities, which help you to succeed as an entrepreneur?

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