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Business Plan

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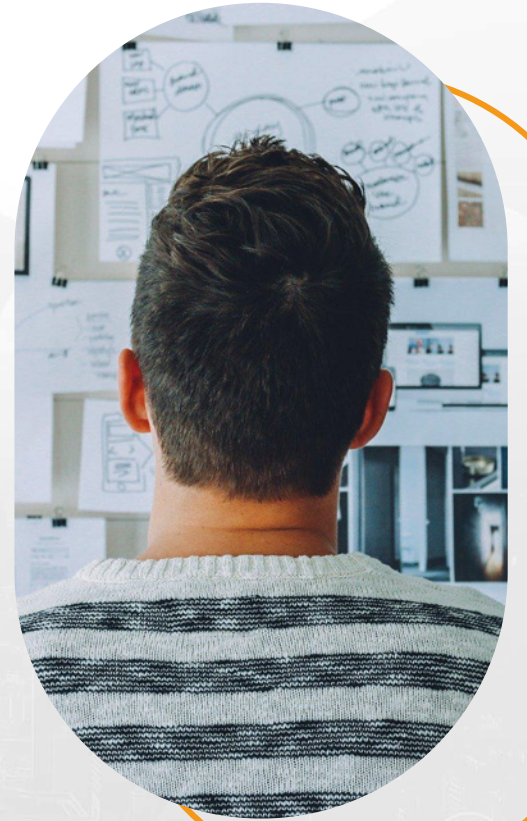
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What is a Business Plan?

A Business Plan is a document that outlines the goals of a business venture and the actions that need to be taken to achieve them. Having a plan reduces risks and offers the following benefits:

- ➔ Clear goals
- ➔ Strategies to achieve the goals
- ➔ Anticipating problems and how to address them
- ➔ Identifying market opportunities
- ➔ Making adjustments to the strategy
- ➔ Access to capital
- ➔ And other benefits.



The Business Plan

- Between 10 to 20 pages
- The presentation and format of the plan are important
- Includes projections for 3–5 years
- It's important to include numerical data (sales, production, costs, etc.)
- Include information about the company, sales, finances, production, marketing, customer service, performance metrics, among others.



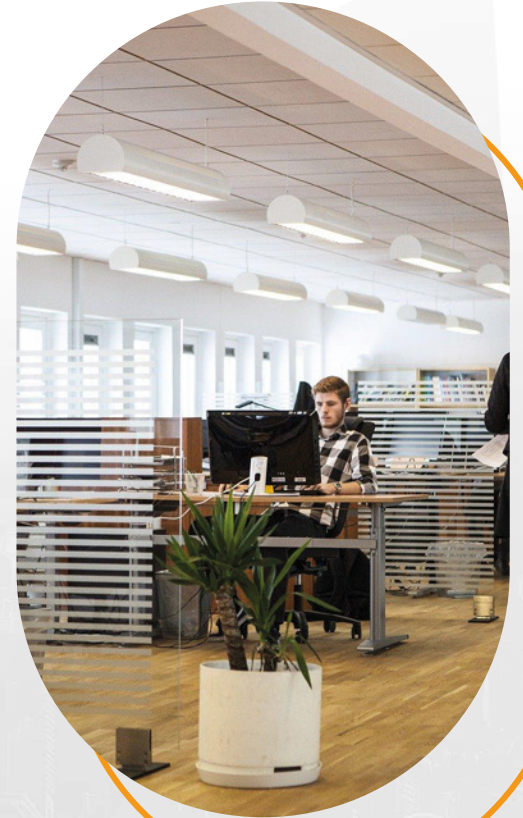
3 Executive Summary

- ➔ Presents the most important aspects of the business plan.
- ➔ Work on the executive summary at the end of the business plan creation process.



The Company

- Name
- Date of incorporation
- Legal status
- Founders
- Contact information
- Digital presence
- History
- Products and/or services
- Target market
- Competition
- Finances



5 Products and Services

- ➔ Features
- ➔ List of products/services offered
- ➔ Production cost
- ➔ Suppliers
- ➔ Launch date
- ➔ Brand development
- ➔ Trademark and patent registration
- ➔ Competitor products



Marketing

- ➔ Identify your target market
- ➔ How many customers there are
- ➔ Where they are located
- ➔ Pricing
- ➔ Competitive advantage
- ➔ Direct and indirect competition



7 Sales

- ➔ Lead generation
- ➔ Sales process
- ➔ Follow-up
- ➔ Customer service



Management: Staff and Suppliers

- ➔ Key people within the company
- ➔ Investors
- ➔ Management teams and directors
- ➔ Vacant positions
- ➔ Consultants
- ➔ Compensation
- ➔ Responsibilities of each person within the company



9 Operations

- ➔ Installed capacity
- ➔ Assets
- ➔ Supplies
- ➔ Full-time and part-time employees
- ➔ Production capacity
- ➔ Direct and indirect suppliers
- ➔ Equipment
- ➔ Expansion opportunities



10

Finances

- ➔ Financial projections (revenue, costs, and profits)
- ➔ Fixed costs
- ➔ Variable costs
- ➔ Sales projections



11 Metrics

- ➔ Total number of customers in the first year
- ➔ Number of stores in X years
- ➔ Total sales amount
- ➔ Cost reduction
- ➔ Operational optimization
- ➔ Among others



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