



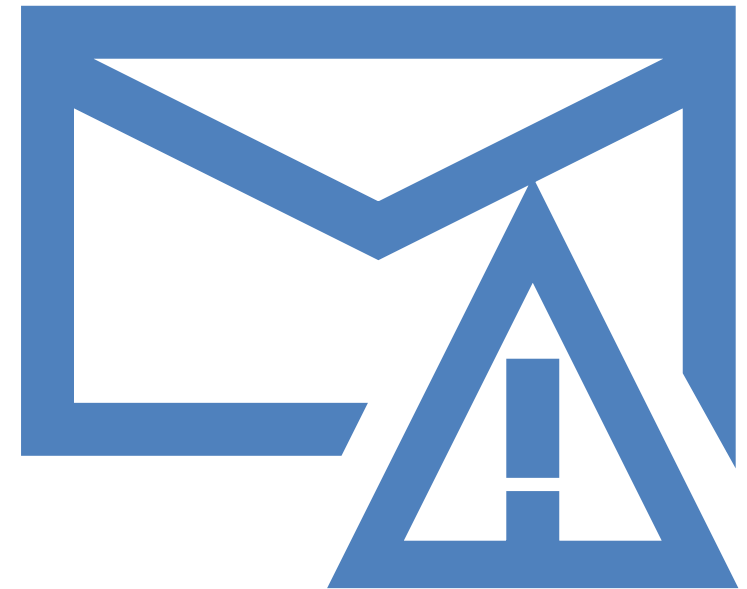
Top 10 Steps for Business Planning

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Project co-founded by the European Union and the National funds of the participating countries.

1. Executive summary

This is where you describe your company and the product or service that it will sell. This must be brief, to catch and hold people's attention.



2. Who are your customers?

Do you have a clear idea of the type of people (or businesses) who will buy your product or service?

If not, think carefully until you do.

3. Evaluate the target audience

There's no room for guessing here. You need to identify the people who will buy from you. Think about the following:

- Demographics – such as age, gender and social status.
- Firmographics – this applies when selling to businesses. Firmographics includes size of the company, revenue of the company and services or products of the company.
- Location – perhaps a specific area, town, or even country.
- Profession – maybe you're targeting accountants, police or lawyers, for example.
- Groups – such as people with shared interests or habits.

4. What are your opportunities?



Successful businesses think big.



You might be starting small, but you don't have to stay that way.



So, write down the possible opportunities for your business as its growth strategies.

5. Understand the competition





Every business has competition.

If you don't mention yours, investors will think you're unprofessional – or just plain naive.

Be thorough, and list all your existing and potential competitors.

6. Build a simple financial plan



All business plans should contain some financial information. This should include the overall costs of setting up your business.

7. Include an outline marketing plan

For this section of your business plan, you need to think about the five 'Ps':

1. Pricing – how will you price the end product?
2. Positioning – how does your product or service fit into the market?
3. Promotion – what channels will you use to attract and communicate with customers?
4. Profit – how much do you expect to make per item sold?
5. Place – what are your sales outlets?



8. Plan your operations

Put your vision to one side for a moment!

What are the daily tasks that need to be done when running the business?



9. Simplicity is the key

Keep it simple. Complex and long documents won't be read – either by you or by potential investors. A business plan should be brief, relevant and focused.



10. Trust yourself

Every start up has its issues and problems at the beginning, it is of crucial importance to be patient and to try new and creative ways, but most of all keeping a positive environment and positive energy flow .

trust yourself



Questions?



THANK YOU FOR THE ATTENTION!



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