# (company name) **Business Plan**

|  |
| --- |
| **Executive Summary** |
| What is my business plan in a nutshell? What future do I image for my business? | **Idea****MOUSE OVER: yrityksen toiminta pähkinänkuoressa: Kenelle, mitä, miten**?**Mission****MOUSE OVER: yrityksen toimintaa ohjaavat arvot. Miksi yritys on olemassa ja mitä organisaation toiminnalla halutaan saavuttaa.****Vision** **MOUSE OVER: Yrityksen tulevaisuuden innostava tavoitetila määritellyn aikajakson jälkeen****Purpose** **MOUSE OVER: mikä on yrityksesi tarkoitus?** |

|  |
| --- |
| **Business Description** |
| What makes my business idea unique? Which needs/problems in the market does my idea fulfill? How does my idea fulfill needs and solve problems?How will my business idea make a profit? Why will my company become a success? | MOUSE OVER TO FOLLOWING WORDS:B2CYksityisille kuluttajille suunnattuB2BYrityksille suunnattu |

|  |
| --- |
| **Target Market** |
| Is my business focused on B2C or B2B? Where is my market located?How big is my market?What market share am I aiming for? Does my business have global potential? Who are my customers? How big is the capital power of my customers?A typical customer journey goes like how? |  |

|  |
| --- |
| **Competition** |
| Who /what is my greatest competition in the market?Compared to the market, what are my: * Strengths
* Weaknesses
* Opportunities
* Threats

What is my key competitive advantage? | **Strengths****Weaknesses****Opportunities****Threats****Key advantage** |

|  |
| --- |
| **Operations** |
| How does my business operate? Where’s the workplace located?Have I got a staff or use freelancers/volunteers? What sort of hardware or equipment do I use?What is my overhead and what expenses do I have? Do I have suppliers? |  |

|  |
| --- |
| **Management** |
| Who manages my business?How is the hierarchy in terms of management constructed?Who are my partners, advisors and/or investors?Who have I hired as staff? Are friends or family helping me out? How do they contribute? For each of the above, what are initially the qualifying competences?  |  |

|  |
| --- |
| **Sales & Marketing** |
| How do I plan to market my business? Which channels do I primarily expect to use?What is my strategy for sales and marketing?How will I reach my target group and target market? What is my experience in terms of sales & marketing? |  |

|  |
| --- |
| **Financial Summary** |
| How much money am I personally bringing into my business?What is currently my personal financial status?From where does the money for my business come – i.e. loan, earned, funded?Have partners financially contributed to my business?How is the pricing of my products/services structured?How do my costs, expenses and earnings balance out at the end of each month?What sort of revenue do I expect to be making?What sort of investments am I in need of? |  |

IMPORTANT!

This plan is NOT set in stone. My business plan will be adjusted to match the constant shifts in markets and trends.