# (company name) **Business Plan**

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| **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?** |

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| **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:  B2C  Yksityisille kuluttajille suunnattu  B2B  Yrityksille suunnattu |

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| **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? |  |

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| **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** |

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| **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? |  |

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| **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? |  |

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| **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? |  |

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| **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.