

# Business plan

Prepared

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# Executive summary

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# **Business Overview**

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# **Products & Services**

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# **Revenue**

---

**Key People**

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**Contingency & Risk Assessment**

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# A.

## The Business

### Business Description

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### Mission

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### Vision

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# Values

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# Industry Overview & Trends

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# Technological Trends

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# Government Regulations

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# The Market

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## Overview of Market Trends

## Target market

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## **Products and services**

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## **The competition**

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### **Competitors and Types of Competition**

## **Competitors' strengths and weaknesses**

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## **Competitive Advantage and Differentiation**

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**B.**

## **Sales and Marketing**

**Customers**

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**Suppliers**

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**Advertising & Promotion**

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# Pricing & Distribution

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# Customer Service & Warranties

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**C.**

# Operating plan

**Business location**

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**Equipment**

---

**Technology Requirements**

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# Environmental Obligations

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**D.**

## **People**

**Management Team**

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**Advisory Team**

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**Key Staff**

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# 12 Month Action Plan

Outline major goals, resources, outcomes and deliverable dates. Plan for risk and contingencies.

## Goals

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## Resources Required

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## Tactics

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## Contingency & Risk Assessment

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