Business plan

Prepared

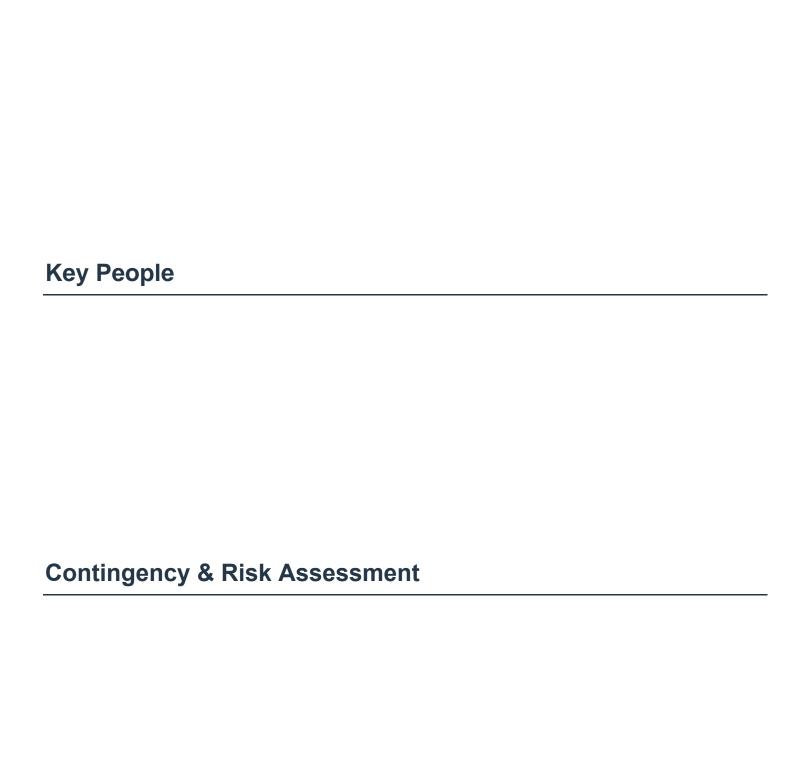
Table of Contents

Executive summary	4
Business Overview	
Products & Services.	
Revenue	
Key People	6
Contingency & Risk Assessment	
Contingency & Risk Assessment	
A. The Business	8
Business Description	
Mission	8
Vision	8
Values	
Industry Overview & Trends	
Technological Trends	9
Government Regulations	
The Market	10
Target Market	10
Products & Servicds	11
The Competition	1
Competitor's Strengths & Weaknesses	12
Competing Advantage & Differentiation	12
B. Sales and marketing	13
Customers	13
Suppliers	13
Advertising and Promotion	13
Pricing and Distribution	14
Customer Service & Warranties	14
C. Operating plan	1
Business location	
Equipment	
Technology Requirements	
Environmental Obligations	

D. People	17
Management Team	17
Advisory Team	17
Key Staff	17
E. 12 Month Action Plan	18
E. 12 Month Action Plan	
	18
Goals	

Executive summary

Business Overview		
Products & Services		
Revenue		





Vision

The Business

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verview of Market Trends	
arget market	

Products and services	
The competition	
Competitors and Types of Competition	

Competitors' strengths and weaknesses			
Competitive Advantage and Differentiation			



Sales and Marketing

Customers

Suppliers

Advertising & Promotion

Pricing & Distribution	
Customer Service & Warranties	



Operating plan

Business location

Equipment

Technology Requirements

Environmental Obligations



People

Management Team

Advisory Team

Key Staff



12 Month Action Plan

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

Goals

Resources Required

Tactics

Contingency & Risk Assessment