Business Planning

Why?
What For?
Who For?
Components of the Business Plan

- Goals
- Business Concept
- SWOT Analysis – Internal and Environment
- Competitor Analysis
- Sales and Marketing
- Customer Service Plan
- Financial Plan
- Administration/Management/Operational Plan
- Resource Requirements
- Business Strategy
- Viability Analysis
Once the business concept is articulated the competitive environment is assessed.

**SWOT** – strengths, weaknesses, opportunities, threats.

Focus can be either internal/external, current/future.

Used to scan the competitive environment as a preliminary analysis of competitive position.
■ Environmental analysis should clarify the Business mission.

■ Business mission statement – a clear and concise statement of where the business is headed.

■ Goals and objectives – business development goals and sales/marketing objectives.
What picture emerges from the board environment?

What does this picture tell us about our potential product/business?

Who are your competitors? Why do you believe they are in competition with you?
Environmental issues

- competition – direct, indirect
- substitute products/processes
- technology
- economic conditions – general and sector specific
- social/demographic conditions
- consumer preference and taste
- product market targets
- resources and supply chain conditions – availability and continuity of factor inputs
Competitor analysis

- technology
- target market
- marketing and distribution strategies/methods
- reputation/brand strength
- location
- pricing strategy
- customer base
- service – initial, backup
- product quality/suitability/reliability
- product features/ease of use
The Concept Statement

- **Description** of the product/service
- Intended **market**
- **Benefits** of the product/service
- How the product will be **positioned** relative to similar ones in the market
- How the product will be **sold** and **distributed**

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