

[Business Plan Guidelines]  
Verein der Akademiker  
VdA

# Agenda

- Business Concept
- Marketing Plan
- Competition
- Location Analysis
- Price Determination
- Marketing Approach
- Management Plan
- Financial Plan
- Strategic Plan

# Business Concept

- In what general market does your business compete?
- What does your business do?
- What quality image will it have?
- In what price range will it compete?
- What volume of sales is expected?
- What customer needs are met?
- What makes it unique from the competition?

# Marketing Plan

- Industry Description and Outlook
- Describe the size of the industry
- Describe your customer base
  - Age, Sex, Income Level, Education Level, Geographic Location, Occupational Area, Leisure Interests, Buying Habits, Goals and Aspirations
- Describe your industry characteristics and trends

# Competition

- Who are your major competitors?
- Why are they successful?
- What substitutes are there for your Product?
- What impact do these substitutes have on your sales?
- What distinctive differences separate you from your competitors?
- Why should customers leave your competitors to choose your product?
- What market share do you expect to get?

# Location Analysis

- What strategic advantages do you have at this location?
- Is there opportunity for expansion?
- What are the neighboring businesses?
- Do they complement/detract from yours?
- Are building renovations needed? If so at what cost?
- What is the zoning classification?
- Is the neighborhood stable, changing, improving, deteriorating?  
How?
- How is customer access, parking, etc.?

# Price Determination

- What price will you set for your product?
- How does your price compare with the competition's?
- Why will customers pay your price?
- What image will be projected by this price?
- What special advantages do your customers get that are included in the price?
- Will you offer credit terms?

# Marketing Approach

- What are the preliminary or test market results?
- How does your product or service satisfy your customers' needs and wants?
- How will your image be clearly and consistently conveyed to potential buyers?
- Which media are most suitable? Why?
- How will you evaluate the effectiveness of each advertising and promotional effort?
- How will a sales staff be used? Evaluated?

# Management Plan

- Management Team
  - Background, business track, education or experiences, legal form ...
- Employee Relations
  - Personal needs, required skills, hiring and training, salary and benefit, communication, policies
- Operational control
  - Production capacity, operating advantages, critical elements to your business and their availability, key indicator for success, monitoring, alternative plan,

# Financial Plan

- Current Funding Requirements
  - How much money will be needed for start-up?
  - What will be the sources of start-up capital (debt, equity, etc.)?
  - What business and personal assets will be pledged as collateral?
- Financial Statements
  - Personal Financial Statement of Owner
  - Business Start-Up Costs
  - Pro Forma Cash Flow Analysis (expected)
  - Balance Sheet (actual or proposed)
  - Income Statement (actual or proposed)
  - Capital Equipment List

# Strategic Plan

- Time period of two to five years
- Use the prediction factors for the future
- Strengths within your organization
- Weaknesses within your organization
- Opportunities available to you and your competitors
- Threats impeding you and your competitors