

# Simple business plan - from Inclusion AS

You can use this simple business plan either for yourself only, or as a sparring document between yourself and your business support adviser. If the purpose is to use it for yourself only this document could be used both as a checklist of what to think through with regards to developing your business as well as being a check list for what to include in a more professional looking business plan. If you want to use this document with the purpose of sparring with an advisor, one approach could be to revise points in agreement with advisor prior to the next talk, either in forms of a Skype talk or a physical meeting)

## 0. Executive Summary (1-2 pages) – here you highlight points from rest of your plan (points 1-6)

### 1. Business idea, goals (½-1 page)

1. Short description of the business idea (1. What exactly are you going to offer? 2. Why will it sell (what needs will be met and describe why customers will prefer your solution over your competitors offer)
2. Vision (where is the company 5 years ahead?)
3. Describe goals (Sales targets: turnover / number of customer visits etc. / operational goals etc.)

### 2. Management and organisation (1- 1½ page)

1. Descriptions of the entrepreneurs - qualifications (formal/informal? Why you will succeed? (key strengths of team members to make project happen)
2. Organisation? Corporate form? Management/Staffing? (Roles and job tasks)
3. Any other in the network that contributes in the business project? (Who? Shortly describe their value/strength/input to the project)

### 3. Product/Services (2-4 pages)

1. Name of company? (Explain why that name chosen)
2. Logo/design, domain, any brand considerations? (explain your considerations)
3. Specify which products/services you are going to sell (rank them in order of importance) – just add a short description why it will sell (needs that will be met and benefits to customers)
4. Special regulations/rules/regulations you have to take into account

### 4. Market and competition (1-2 pages)

- a. Market size? (if not possible to gain market figures, consider to make an estimate)
- b. Market trends (favouring the introduction of your product or service)
- c. Customers? Who are your target customers? Different customers segment? Can you describe their buying process including likely criteria for buying?
- d. If relevant - most common distribution alternatives for this type of product/service?
- e. Competitor – if any? (if several, describe strengths with regards to 4 P's - product, price, place and promotion)

### 5. Marketing and sales plan (2-5 pages)

Describe shortly strategies/activities regarding the 4 Ps and sales

- Product? (Key products/services; what is in place and what to do before launch?)
- Pricing? (What will be the prices of your products or services? Will you use price as a tool?)
- Place? (What distribution channel(s) will you choose? Location of your business?)
- Promotion? (How are you going to make your products/services known?)
- How to organise sales?
  - Describe your sales plan (sales method, customer database, prospecting, sales budgeting, other sales preparations like considerations prior to meeting and regarding meeting)

### 6. Budgets (2-4 pages) (operational budget, sales budget)

### 7. Action plan (1-2 pages) (including responsible person and deadlines)

### 8. Appendices (contracts, papers backing your business idea)\*