



Business Plan Guide



Date:

My project:

Why make a business plan / business plan?

- To set yourself goals
- To present your project to different people (possible partners, funders...)
- To clarify your project and your ideas with the knowledge and know-how you will acquire during this module
- To differentiate yourself from other entrepreneurs

A few tips

- Write your own business plan gradually, as you progress in your thinking. It is a personal job.
- Take care of the presentation, it's a sign of quality and efficiency.
- Be synthetic, the details can be in the appendices.
- Rely on the content of the different modules of this course
- Give it a professional look, the objective is to sell your project.
- Stand up for your ambitions and talk about what will make you successful.



- Do not conceal risks or difficulties! Instead, show that you have thought of solutions.
- Have it proofread by a third party to correct typos and other spelling errors.
- If necessary, get help from the person accompanying you.

Help in using this document

- On the cover page, specify your name, the title of your project and the date.
- Adapt parts of this model to your project. You can modify the contents according to your project, this is a typical example
- Highlight the information you consider important, for example, by using bold type, boxes, etc.
- After you have completed your business plan, remember to delete this page and the grey boxes before you present it to your contacts.



Summary

MY PROFILE

GENERAL PRESENTATION
NETWORKS AND KNOWLEDGE

MY PROJECT

SUMMARY
OBJECTIVES
PRESSURES AND THREATS

MY COMPANY

ORGANISATIONAL SET-UP
CORPORATE STRUCTURE

MARKET STUDY

MARKET DEFINITION
MY CUSTOMERS
MY COMPETITORS

MY BUSINESS STRATEGY

PRODUCTS/SERVICES
DISTRIBUTION
PROMOTION
SELLING PRICES

MY FINANCING PLAN

EARNINGS PROJECTIONS

MY ACTION PLAN

ANNEXES



My Profile

Name :
First name:
Age:

Family status :
Professional status :

GENERAL PRESENTATION

Introduce yourself with a few lines. Remember to include elements of your CV such as training and professional experience related to your project. Specify your personal motivations and insist on your skills and personal assets to carry out this project.

NETWORKS AND KNOWLEDGE

Mention the contacts that could be useful to you in your professional activity (friends, family, acquaintances, support organizations) and specify how they will help you in the preparation and/or daily management of your project.



My project

SUMMARY

o Origins:

Explain here the origin of your idea: how was it born? Why are you developing this project?

o General description of the project:

Describe your project in a few sentences, making sure to answer the following questions:

- *What? (What products or services I sell)*
- *Whose? (Type of targeted clientele)*
- *Where and how? (Work organization, hours and days worked, geographical location, points of sale, etc.).*



o **Corporate mission** :

Finally, try to synthesize your project into a clear and catchy sentence. Your company's mission sums up your company's raison d'être in two lines, i.e. what your company does and how what it offers is specific.

OBJECTIVES

Describe the vision you have of your company in the short and medium term.

PRESSURES AND THREATS

Mention your weak points or external factors that could hinder your project. For each of them, insist on the solutions you have thought of to overcome them.

My company

CORPORATE STRUCTURE

Present the legal form envisaged for your company (self-employed, sole proprietorship, limited liability company, etc.) and justify your choice.



Market analysis

MARKET DEFINITION

Describe your market:

- *Is it local, national, international, permanent or seasonal?*
- *What are the current trends (growing demand, stagnation or decline)?*
- *Is it easy or difficult to access? (Authorisation, diplomas, approvals, compulsory insurance, etc.).*

MY CUSTOMERS

In a few sentences describe each category of clientele you have identified?



MY COMPETITORS

In a few sentences describe the main competitors identified. Briefly present their strengths. Emphasize the weaknesses that you have identified and that you will use to make a place for yourself in the market.

My business strategy

PRODUCTS/SERVICES

Present the main characteristics of the product or service you wish to sell: quality, origin, possible options, guarantees offered, packaging, delivery times, etc.

DISTRIBUTION

Explain your distribution strategy, detailing possible storage locations, your points of sale (remote, sedentary, mobile, at home or in a premises, etc.), the modes of transport chosen, etc.



PROMOTION

Describe the communication strategy and the tools you have chosen to promote your company and its offer.

SELLING PRICES

Detail your selling prices and give some explanations. Don't forget to mention the competition's prices and explain the difference, if any.



My financing plan

List and cost all resources (cash and in-kind), and needs (equipment, supplies, materials, etc.) that you have identified for the launch of your project.

Requirements incl. VAT	TTC Resources
<p><i>What do you need? What are the expenses (including VAT) needed to get your project off to a good start?</i></p> <p style="text-align: right;">€</p>	<p><i>What are your resources (in kind or in cash)? This can be a personal or family contribution, a grant or a loan.</i></p> <p style="text-align: right;">€</p>
<p>Initial Establishment Fee.....</p> <p style="padding-left: 20px;">CFE Registration</p> <p style="padding-left: 20px;">Publication costs</p> <p style="padding-left: 20px;">Borrowing costs (file fees...)</p>	<p>Cash contributions.....</p> <p style="padding-left: 20px;">Personal contribution</p> <p style="padding-left: 20px;">Family Contribution</p>
<p>Investments (incl. VAT).....</p> <p style="padding-left: 20px;">Vehicle</p> <p style="padding-left: 20px;">Hardware</p> <p style="padding-left: 20px;">Miscellaneous</p>	<p>Contribution in kind.....</p> <p style="padding-left: 20px;">Specify contribution N.1 (vehicle, etc.)</p> <p style="padding-left: 20px;">Specify input N.2 (Computer, etc.)</p> <p>Loans (specify origin)</p>
<p>Working capital requirements.....</p> <p style="padding-left: 20px;">Initial cash position</p> <p style="padding-left: 20px;">Average stock incl. VAT</p>	<p>Other financing (Premiums, aid, etc.)</p>
<p>TOTAL</p>	<p>TOTAL</p>



Financial projections

Describe your financial projections here.

When you have finished, you will be able to describe in a few words your sales objectives (daily, monthly, annual, etc.) as well as when you expect to reach your break-even point (expressed in euros).

My action plan

Now you need to look at your action plan. When are you going to do what? What are the first things you are going to do?

Annexes

Add here the documents that may come to detail and complete your business plan: studies conducted, questionnaires used, etc...