**Business Plan (Entrepreneurship)**

**By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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1. **Executive Summary**

**(A high-level summary of the mission, product, purpose, and business plan / Written last, after the plan has been completed)**

1. **The Challenge**

**(Brief description of product or service to be marketed)**

1. **Situation Analysis**
2. **Company Analysis**
3. **Goals**
4. **Focus**
5. **Culture**
6. **Strengths**
7. **Weaknesses**
8. **Market Share**
9. **Customer Analysis**
10. **Number**
11. **Type**
12. **Value Drivers**
13. **Decision Process**
14. **Concentration of customer base for particular products**
15. **Competitor Analysis**
16. **Market Position**
17. **Strengths**
18. **Weaknesses**
19. **Market Shares**
20. **Business Climate**
21. **Macro-environmental PEST Analysis**
22. **Political and Legal Environment**
23. **Economic Environment**
24. **Social and Cultural Environment**
25. **Technological Environment**
26. **SWOT Analysis**
27. **Strengths of Your Business**
28. **Weaknesses of Your Business**
29. **Opportunities of Your Business**
30. **Threats to Your Business**
31. **Market Segmentation**
32. **Demographic**
33. **Age group**
34. **Gender**
35. **Racial Background**
36. **Income Level**
37. **Psychographic**
38. **Geographic**
39. **Behaviors**
40. **Marketing Strategy**
41. **Product**
42. **Brand Name**
43. **Quality**
44. **Scope of the product line**
45. **Warranty**
46. **Packaging**
47. **Percent of Your Overall Sales**
48. **What are the perceived consumers’ wants or needs?**
49. **How will your consumers use the product or service?**
50. **What after-sale support will be required?**
51. **Price**
52. **Pricing Strategy (Bracket Pricing / Volume Discounts)**
53. **List Price**
54. **Discounts**
55. **Bundling (Grouping with Other Products)**
56. **Payment Terms, and other financing options**
57. **Leasing Options**
58. **Place (Location, and Distribution Channel)**
59. **Location(s)**
60. **Direct, Retail, Distributors, & Intermediaries**
61. **Motivating the Channel (i.e. Distributor Margins)**
62. **Logistics (Transportation, Warehousing, & Order Fulfilment)**
63. **Promotion**
64. **Advertising**
65. **Public Relations**
66. **Promotional Programs**
67. **Budget (Break Even Point)**
68. **Projected Media Results**
69. **Short & Long-term Projections**

**(Your selected strategy’s immediate effects, and expected long-term results.)**

1. **Conclusion**

**(Briefly summarize all of the above)**

1. **Appendix**
2. **Exhibits**