



MANAGING ENTERPRISE IN A 21 CENTURY

LECTURER :

CERTIFICATE IN HIGHER EDUCATION SKILLS

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INTRODUCTION

A great business plan it can help you clarify your strategy in the future, decide what you need in the way of resources, and evaluate the viability of your idea or your growth plans before you start to have a business plan.

Not every business plan has successful launches with a formal plan, but step by step and research their idea.

A good summary is one of the important crucial sections of your plan and it's about written.

BUSINESS PLAN FORMATS

Traditional are the most common business plan. Its take longer to write and can be no sense in page. Lean a business is a shorter version of a traditional business. Its use to modify existing plans for a one specific target.

Non-profit is any entity that is operate for the public or social benefit.

A business plan is a document that explains how you are going to make your business success.

Effective summary is a very quick overview of the document that allows investors and to understand.

Market opportunity and analysis is to refers how to be creating your ideal customer and how to

explain why they have interested in buying your products.

Competitive analysis is to identify other companies that sell similar products to yours and create a list with advantages and disadvantages.

Marketing is the blood flow to your business body. Without sales and good marketing and strategy, the chance of your product success is very bad.

Personal plan is defining how many people you plan to employ and their roles. If your plan is to increase your staff, we should explain about this.

Financial projects are one of the very important parts of the business plan. It includes a detailed overview of expected sales, revenue and the profit .

To have a successful business plan is very important to have a good team, to communicate and share the information.



Creator: Simon Marian

Most executive summaries include:

Mission statement

Financial projections

Company goals

Company advantage

