

LCLM4006 Enterprise & Entrepreneurship

Component 1: Business Plan (1500 words)

Have I included....?	Yes / No / Not Yet
A Title Page You should include your program of study, module name and code, your assignment title, and the lecturer's name. In addition, you should include your name and student ID number. If you could add the university logo would be beneficial as it is important to present your work professionally.	
Executive Summary • Summarizes the basic concepts and highlights key points. • Identifies the company's main concept, objectives, and purpose. • Identifies the target or niche market and competitive advantage and position. • Outlines the marketing and sales strategy. • Identifies growth opportunities. • Highlights benchmarks (e.g., financial and non-financial targets). • Quantifies resources. • Describes work and management experience and past successes of the management team.	
Table of Contents A list of the headed sections of your business plan with corresponding page numbers.	

An Overview of the business idea Describe and provide an overview of the business idea and the product/s or service/s you will offer. Do not list all the product/s or service/s, but provide an overview. Finally, make sure that you offer a short critical explanation of why this is a good entrepreneurial idea by highlighting your unique selling point advantage (USP). Please cite the sources for any data you include. Use the UWTSD library to find academic articles, books, and UK government sites for statistical data.	
Information about the Legal format Legal format and management structure of the startup enterprise.	
PESTEL analysis Explain what the business environment is like for your chosen business. Political, Economic, Social, Technological, Environmental and Legal Use a paragraph for each part, no need for a table.	
Marketing strategies Explanation of the marketing strategies the enterprise will adopt to reach its customers.	
Funding Specify the amount of funding you require and specify the funding source/s and why. In addition, outline the main startup expenses expected during the first month of operations. Include the cash flow for your first month.	
Reference List You must include a minimum of five referenced sources such as websites, books or videos/podcasts.	