

# Business plan

**Destination and content**

# The definition

- Business plan – is an economic program of enterprise management which describes the complete enterprise development strategy of competitive products to optimize sales markets.

# The functions of a business plan

- 1) The company's representation on the market
- 2) Stabilization and rationalization of its direction
- 3) Formation of partnerships
- 4) Preparation of credits, loans from banks,
- 5) The sponsorship
- 6) The company's representation on the international market.

# UNIDO

- United Nations Industrial Development Organization is an international organization that works on a strategy of economic development of countries in transition.



# *The components of a business plan*

## Summary (Review section).

- It is a separate document.
- A description of the point of the project
- Information about the loans and provided guarantees

# *The components of a business plan*

A description of the company.

- A description of the goals and objectives of the project, the financial and economic characteristics of the activities, management and staffing, advertising, some innovations, partnerships, a geography of the project.

# *The components of a business plan*

A description of goods (services).

- A specification of the product name, its distinctive features, competitiveness, readiness for production, safety, environmental and the concept of pricing. Description of the control of quality and necessary licenses and patents.

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## Analysis of the market.

- A description of a conducting marketing research, your strategy to attract customers (promotion, distribution of product samples), pricing (including price changes over the previous five years) and the main competitors (the advantages and disadvantages of their products (services)).



# *The components of a business plan*

## The production plan.

- A description of the company's way to produce and sell the products, the production costs and the process of production schedule.

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## Plan of sales.

- A reflection of all the factors that influence the realization of products, the basic principles of pricing depending on the demand, cost of production and sale of the product, the price of the competitive products, the image of your business, the factors that could affect the sales.

# *The components of a business plan*

## Financial plan.

- A description of the main items of financial data and the basic costs of the preparatory period, calculation of revenue from the project, tax payments, financial forecasts, the payback period, profitability index, the system guarantees, the timing of payments.

# *The components of a business plan*

## Analysis of the company's sensitivity.

- A calculation of the project's stability to possible external economic changes (inflation, late payment of consumers) and internal (changing product prices, sales volume).

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## Environmental and regulatory information.

- A description of the environmental aspect of the project and a set of regulations and allowing production.

# *The components of a business plan*

## Applications.

- A display of the calculations, tables, charts, graphics and instruments.