

A top-down view of a meeting table. In the center, a tablet displays a 3D pie chart and a bar chart. The pie chart is divided into several segments, with one segment highlighted in a darker shade. The bar chart has several vertical bars of varying heights. A hand on the right is pointing at the pie chart with a blue pen. Another hand on the left is pointing at the tablet with a black pen. In the background, there are papers, a clipboard, and a coffee cup. The overall scene suggests a collaborative business meeting.

Fundamentals of Business Plan

(Session 12)

1. What is a business plan?

- A blueprint of your business goal, strategies and activities.
- A document that describes the key elements of your business that includes your business goals, vision, mission, strategies related to product, service, team, cost, sales, time line of activities, expected profits

2. Purpose of a business plan

- Detailing operating activities
- Communicating strategies to team
- Attracting investors
- Guidelines for running the business

Why choosing this business?

- Your vision (TO BE)
- Your mission (TO DO)
- Your goals/purpose (TARGETS)

Business Uniqueness

- Clear vision and mission (the directions the business venture wants to achieve)
- Customers
- Products or services (differentiate from competitors)
- Resources to support the business (human resources, financial resources)

Social Enterprise

- Target customers
 - Target beneficiaries
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References

- <https://www.slideshare.net/nijazn/business-plan-37341464>
- <https://www.slideshare.net/lowrobb/business-planning-in-10-slides>