

BUSINESS PLAN

- The name of the business:

BACKGROUND INFORMATION

Basic and contact information of the company

Industry:

Company (planned) name:

Company type:

Address:

Postal code:

Postal district:

Year of establishment of the company:

Number of employees:

Internet address:

Business ID:

Company owners and holdings as a percentage:

1. BUSINESS IDEA

Briefly describe your business idea. Consider telling an outside listener for the first time what kind of business you are starting. What the company sells, who your customers are and how the sale takes place. If your company has separate premises, where are they located? Please provide a concise, clear and precise description.

2. COMPETENCE / SKILLS

Entrepreneurship is believing in one's own skills. What kind of training and work background, etc. do you have that will help you become an entrepreneur? If your skills are based on hobbies or other skills, write in your own words which skills will help you run a business in this particular industry. Do you have previous entrepreneurial experience or have you completed entrepreneurship training?

3. SWOT-ANALYSIS

In a SWOT analysis, you can look at the success factors and risks of your business.

<p>Entrepreneur's strengths</p> <ul style="list-style-type: none">- What skills do you have?- What are you good at?---	<p>Weaknesses of the entrepreneur</p> <ul style="list-style-type: none">- Do you lack any skills that would be relevant to your business idea?- How weaknesses could be compensated Permits, language skills, what else?---
<p>Market opportunities</p> <ul style="list-style-type: none">- How the market is changing, what problem will your new company solve?- Why would customers be willing to buy the service specifically from you?---	<p>Market threats</p> <ul style="list-style-type: none">- Why the company would not succeed?- What kind of unexpected threats could prevent the idea from working?---

4. PRODUCTS AND SERVICES

Describe (in general terms) what products or services you offer.

Products and services

Name your main products and / or services and their price (hourly rate, contract price, etc.); describe their benefits for your customer and whether you have any particular competitive advantage over other players in the industry. Competitive advantage can come, for example, from up-to-date training, language skills, pricing, the novelty value of a product or a certain feature, etc.

Product / Service 1:

Product / service benefit for the customer:

Competitive advantage:

Product / Service 2:

Product / service benefit for the customer:

Competitive advantage:

Product / Service 3:

Product / service benefit for the customer:
Competitive advantage:

Product / Service 4:
Product / service benefit for the customer:
Competitive advantage:

5. TO WHOM AND WHY?

Who is your customer? Is your product / service a consumer (B2C) or business (B2B) service? How do you reach customers and what would an ideal customer be like?

Customers

Customer purchase motives

Customer purchase criteria

Customer risks

6. HOW DO I OPERATE?

Sales and marketing

Defining the customer need. How are sales made in practice? How do you reach your customer / target group? Have you considered conducting market research before starting operations? What marketing channels / tools do you plan to use? How is marketing handled? Who will create the company website and initial marketing materials? Are you going to use social media channels in marketing and what is your company image / brand like?

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Production and logistics. If you are selling goods, where do they come from and how is the logistics etc. handled?
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Distribution network

Market entry and distribution network

Target market and target groups

7. OPERATING ENVIRONMENT

Area of operation

Competitors. Who are the competitors?

Competitive situation. The most important question is: how do you stand out from other players in the same industry?
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Other third parties and partners important to the company (e.g. subcontractors)
Potential risks in the operating environment. Are there changes in the operating environment or larger megatrends in sight that could change buying behavior?

8. VISION

Long term vision of the company. How do you see the situation of your company within 3-5 years for example?

Describe the future prospects of your industry (e.g. technology, competition) and the direction of development. Do you have plans for internationalization in the future?

9. OTHER THINGS TO CONSIDER

Permits and notices

Insurance and contracts

Intellectual property rights

Entrepreneur's support network. Do you have mentors, business acquaintances (friends, potential business partners) in your immediate circle who can help you if needed?

10. MY BUSINESS

What kind of business are you planning to start? What is the name of your business and where does its name come from? Have you already considered the form of your business (Sole Entrepreneur, Limited Liability Company or another form)?

What kind of domain are you planning to reserve for your website? Do you need or have you found business premises? Do you need employees? Have you already gotten quotes from insurance and accounting firms?

In this section of the business plan you can also describe the company's initial financing needs, what tools you may already have in place or already own and what are the most important investment needs to start a business. Also, please provide your own estimate of how long it will take to achieve a profitable business.