Dear students read the instructions below:

Every business needs to have a written business plan.

So how do you develop your own Social enterprise business plan?

Your business plan should include the followings:

➢ Executive summary - a snapshot (view of something brief) of your business

➢ Company description - describes what you do, vision, mission and values

➢ Market analysis - research on your industry, market and competitors

➢ Organization and management - your business and management structure

➢ Service or product - the products or services you’re offering

➢ Marketing and sales - how you’ll market your business and your sales strategy

➢ Funding request - how much money you’ll need for next 3 to 5 years

➢ Social impact - expected through your social business

Note: Write the business plan, scan it and send it as pdf file to your class representative.

Name of the pdf file should be your registration number.

You shall not exceed 3 pages.